



**SERIES
MANIA
FORUM**

**INTERNATIONAL FESTIVAL
LILLE / HAUTS-DE-FRANCE**

MARCH 21 > 23 2023

RULES AND REGULATIONS

'SERIES MANIA'S CREATIVE CAMPAIGN AWARD'

INTRODUCTION

SERIES MANIA'S CREATIVE CAMPAIGN AWARD is an award given by **SERIES MANIA FORUM** to reward a series' promotional campaign **to the general public**.

This new initiative responds to the need for broadcasters and platforms, faced with the dizzying number of series available each week, to create innovative and unique marketing tools so that series are noticed and have every chance of meeting their audience.

The SERIES MANIA FORUM (SMF) will take place from March 21 to 23, 2023 in Lille Grand Palais.

This event dedicated to series professionals is organized in parallel with the general public festival. It gathers more than 3300 series professionals from 64 countries during 3 days in Lille Grand Palais.

The best projects submitted will be featured in the Series Mania Forum conference program. By submitting a campaign 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 SMF and as a replay on the event's digital platform (SERIES MANIA DIGITAL).

The best campaign will be awarded a prize during the **SERIES MANIA FORUM** awards ceremony.

The selection of campaigns will be announced in February 2023, the month before the event.

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

SELECTION

Eligibility and selection criteria

- Creative agencies and / or broadcasters / streamers who have set up promotional campaigns for the launch of a series or a new season of an existing series can apply for this award. For this first edition, campaigns launched in 2021 and 2022 will be eligible.
- The same applicant / company can submit a maximum of 2 campaigns to the selection committee.
- The application must be for a campaign around a fiction series. Campaigns around documentary or animation series are not eligible.
- Communication campaigns around a series must be aimed at the general public (for the audience)
- By "campaign" we mean all creative devices aimed at attracting the attention of the potential audience (videos, experiences, gamification, digital/social mechanics, etc.).

Selection committee

The selection of the campaigns is made by the Séries Mania Festival team and a qualified committee of audiovisual and marketing professionals.

The selection of the finalist and winning campaigns 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 CAMPAIGNS

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

The registration of campaigns is free of charge.

To be eligible, campaigns must be registered by filling out the registration form available on our website: www.seriesmania.com. No applications by e-mail, 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 campaign. Otherwise, a slide show (less than 10 slides).
- A complementary pdf (if not covered in the video or slide show) with the results of the campaign.

Only applications written in French or 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 Friday, January 6, 2023 until midnight (CET).

The selection of campaigns chosen to be presented at the SMF will be announced by email to the applicants by the organizers in early February 2023.

The winning campaign 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 campaign and those selected for the SMF conference, the documents submitted with the project applications will remain strictly confidential and will not be published automatically.