XIV SPOT SCHOOL AWARD
Mediterranean Creativity Festival

THE CALL FOR ENTRY
FOR THE BEST STUDENT
AWARD #staytuned

DEADLINE 9 APRIL 2015

The Youngest Award

www.spotschoolaward.it
ELIGIBILITY
To submit work to the Award you must be not older than 29 (before 21th June 2015).
Italian and foreign students of universities and/or public or private schools both in Italy and abroad,
newly-graduated/qualified, stagiaire are admitted to take part to the competition. They can also be registered at different courses such as: science of communication, business/public/social communication, visual communication, audio-visual and multimedia techniques, advertising, art direction, copywriting, graphic advertising, graphic design, web design and internet, industrial design, packaging, marketing.
You can take part as:
- as single;
- as couple
- as group (groups of no more than 5 members).
You cannot participate as a member of two different couples or two different groups, or a couple and a group at the same time.
Please note: if you are a couple or member of a group member, you are obliged to indicate the representative-person on the registration card.

SECTIONS AND TECHNICAL MATERIALS REQUESTI
Students can develop each campaign in one or more sections, so they can develop the campaign(s) as a tv commercial, radio commercial, viral communication, poster and others.
- TV spot dvd avi o mpeg format (advised leght of the spot 30” – max 60”)
- RADIO spot audio cd mp3 format (advised leght of the spot 30” - max 60”)
- PRESS AND POSTER*(newspaper, magazine, trade, online) Sketches in color or b/w in original A3 mounted on cardboard 35x50 cm (max n. 3 sketches for each campaign) with cd containig pdf files of the work.
- INTERNET, INTERACTIVE ADVERTISING* (website, online advertising, mobile application, project and social network communication) Internet, standard format on cd accompained by prints mounted on cardboard 35x50 cm, a short description is required
- DIRECT MARKETING It is necessary to send the original promotional material created toghether with sketches and pdf on cd.
- UNCONVENTIONAL ADVERTISING (ambient gurrilla, new media, events) Sketches in color or b/w in original A3 mounted on cardboard 35x50 cm with cd containig pdf, a short description is required
- VIRAL VIDEOS, SHORT FILM avi o mpeg format (advised leght min 3’ – max 5’)
- ADVERTISING PHOTOGRAPHY Sketches in color or b/w in original A3 mounted on cardboard 35x50 cm (max n. 3 sketches for each campaign) with cd containig pdf files of the work.
- ADVERTISING ILLUSTRATION Sketches in color or b/w in original A3 mounted on cardboard 35x50 cm (max n. 3 sketches for each campaign) with cd containig pdf files of the work.
- GRAPHIC DESIGN, TYPOGRAPHY, POSTCARD Sketches in color or b/w in original A3 mounted on cardboard 35x50 cm (max n. 3 sketches for each campaign) with cd containig pdf files of the work.
Please note: Students' name, surname, course, university/school have to be shown on all the materials (cd, dvd, sketches and everything else). With regards to the sketches, these data must be absolutely shown on the card's back).

PARTICIPATION
Students can register one or more campaigns by choosing between three different brief.
For a correct registration you must fill the registration form in all its fields, download it from the web site www.spotschoolaward.it. Send it with:
- the required material( see Sections),
- copy of the document which certifies the registration at the university or school course, or which certifies the degree, qualification or Master;
- copy of the registration's
- payment receipt
- copy of identity card
Each campaign can be developed in one or more sections. The registration implies a 35 Euro (Thirty-five) contribution for each campaign, it doesn't matter if you develop one or more sections. The contribution is aimed to the display and projection of the participant works at festival.
In case of multi-subject campaign, you can send max nr. 3 subjects. Multi-subject campaigns are composed of subjects belonging to only one communication project and that express only one creative idea.
The material has to be send in good conditions to: Associazione CreativisinascE – XIV Spot School Award – Via F.lli Palumbo, 14 – 84133 Salerno (Italy).
Expiry date for the delivery of the works: 9th April, 2015.
Please note: works/material not respecting the regulations mentioned above will be excluded automatically.

For any other information and download entry form please refer to web site and email above:
www.spotschoolaward.it - info@spotschoolaward.it

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Brief A) proposed by Caritas Italiana (Pastoral Organism of Cei Italian Episcopal conference)

MICROPROJECTS DEVELOPMENT – Fundraising as a means of responding to a need that becomes human right in order to give future.

1) Caritas Italiana (Pastoral Organization of CEI: Italian Episcopal Conference). Caritas Italiana was founded in 1971 answering to the will of Paul VI in order to promote the charity commitment with a mainly pedagogical function. It is the pastoral organization of the Italian Episcopal Conference which connects more than 200 diocesan Caritas, committed in daily activities to support the most vulnerable people. Caritas Italiana is engaged and promotes the witness of charity in many areas: peace and "world view", justice, old and new kind of poverty, volunteering, civil voluntary service, immigration, mental health, homelessness, etc. with an ongoing commitment to training.

2) Campaign for Development of Microprojects – Fundraising as a means of responding to a need that becomes human right in order to give future.

The development is not only made of major works and great infrastructures. In the context of aid to the poorest Countries in over 40 years, has sought to contribute to human and social development of the less helped people. So Caritas Italiana supports the small communities in creating interventions of modest commitment, in favour of a gradual self-development.

In this sense were created "MicroProjects", in specific sectors and in community villages. They have limited objectives but with immediate effect, which help to transform gradually the standard of life of the people and the beneficiary communities. Besides they multiply the development in the surrounding areas. Each action of this kind is the answer of the Italian communities (donors are private citizens, parishes and dioceses) to a specific need of grassroots communities in Africa, Latin America, Asia/Oceania, Middle East, North Africa and the Horn of Africa.

3) Target
Public opinion, institutions, civil society, particularly the community and all citizens, because everyone can and should feel personally involved.

4) Positioning
a) Current position: Through the financing of MicroProjects you can activate pathways of self-sufficiency, with the aim to initiate and strengthen agricultural development programs, handcrafts, product processing and commerce for unemployed youth, single mothers, adolescents at risk of human trafficking, street children, widows and the elderly, prisoners or ex-prisoners, people with disabilities.

Great attention is also given to the protection and conservation of the environment and areas at risk of climate change and, consequently, to internal conflicts.

5) Objective of campaign
The main objective is to sensitize the public opinion to the funding of MicroProjects. It means:
- Giving awareness of the potential of social development and cohesion that may result from their compliance.
- Presenting this type of intervention to target potential donors – mostly underlining the pedagogic educational role – so that it becomes an instrument of awareness, dialogue and mobilization for the Italian communities about the problems of other people.

So the MicroProject – finalized at immediate goals, even if limited – in order to improve the living standards of people of all categories (but all with significant and relevant social problems) becomes a relationship that activates communion and dialogue, and induces to join all the efforts to find appropriate and permanent responses.

With the campaign on MicroProjects we want to motivate an attitude of self-donation and analysis on various interventions funded by Caritas Italiana.

With more information on www.caritas.it

contact: www.spotschoolaward.it - info@spotschoolaward.it
Brief B) proposed by Legambiente Onlus
(Enviromental not–for-profit organization that promotes a change in attitude of citizens and institutions to the environment to ensure sustainable development, protection on the environment, cooperation and re source sharing).

EQUALIZATION OF THE ENVIRONMENTAL FELONIES TO PENAL CRIMES

1) Legambiente Onlus
Legambiente is an Italian, non-profit association created in 1980 for the safeguard and the sound management of the environment and for the promotion of sustainable lifestyle, production systems and use of resources. Legambiente is the most widespread environmental organisation in Italy. The association tries to make people understand that it is by making local changes that we can create a better environment for everyone on a global scale.

2) Campaign for the equalization of the environmental felonies to the penal crimes.

The legality cannot wait, it is no more tolerable that the environmental crimes are treated as petty felonies or even administrative crimes. The association wants to promote a campaign about the insufficient attention that penal law dedicates to environmental themes. Until today, in Italy, crimes against environment have always been treated as a petty felonies, not punishable with detention but only with a maximum fee for illegal quarrying 1.032 euro. In short, up to today, the absence of adequate sanctions, proportionate and dissuasive has created favorable conditions that, in the last thirty years, have realized in Campania Region the sad “Terra dei fuochi”, in Taranto incalculable damages related to Ilva’s productive processes, in Valle del Sacco, in Valle Bormida, in Marghera harbor and in other industrial areas along our peninsula. In a period in which our territory is systematically put under attack from criminal environmental pollutions, often producing irreparable damages to biodiversity and human health, the presence of this normative gap is no more acceptable.

3) Target group
The campaign is aimed to raise awareness in all the different categories of civil society, institutions and companies, about the urgency of the recognition of environmental felonies as penal crimes. Everybody is called to bring his contribution in the struggle against environmental illegality. The objective is to involve more people in this struggle and make Italian law declare that environmental felony is a crime and so it has to be judged.

4) Overview
On 1194 the The National Observatory on Environment and Legality was created. Legambiente cooperates with the Observatory in researching, analyzing and reporting environmental illegality, in cooperation with the authorities. Legambiente has been demanding for the introduction of environmental crimes in the Penal Code, also through the organization of demonstrations, campaigns and the publication of the dossier “Rapporto ecomafia”.

5) Objective
We want to raise awareness about the fact that actually environmental felony is not considered as a crime. The campaign has to inform about this aspect and convince the citizens to actively support Legambiente’s requests for the approval of a law about environmental crimes. We want to push our country to make a step forward from an environmental, cultural and economic point of view. Very often, in fact, we find behind environmental felonies huge criminal activities that affects not only our health and territories but also the economy of our country. Therefore one of the primary objective of the campaign is the approval of the law proposal which establish the recognition of these felonies in our Penal Code.

6) Communication tone
We have to manage to communicate the gravity of the situation and the urgency of concrete actions. The communication tone has to be clear and direct, in a way to immediately involve the targets. We have to express explicitly about the importance of law acts and the spread of a legality culture about environment defense from crimes and felonies.

Notes:
- the use of Legambiente official logo is much appreciated (the logo is composed by the union of the swan and the sign “Legambiente”)
http://www.legambiente.it
- for more information:
http://www.legambiente.it/contenuti/articoli/delitti-contro-lambiente-finalmente-nel-codice-penale
http://www.legambiente.it/temi/ecomafia
Making the value of the "slow qualities" of a slow town known to promote knowledge of them to a wider public. A model - the Cittaslow town promoted since 1999 and already widely tried and tested in Italy and in the world. Raising people's awareness about choosing and sharing slow living with all this evokes. It will be a plus for the inhabitants of the member towns of the network and for tourists of the slow towns, marked by genuine hospitality that favours a healthier and more humanising lifestyle.

3) Target Audience
The Cittaslow target audience is typically more sensitive to quality of life and has a medium to medium-high sociocultural profile but the purpose of the campaign is to extend the target audience to larger sections of the population including youngsters and families. Therefore also reaching the towns - the potential new members - as well as institutions, associations, opinion-makers and influencers.

4) Current Position
Cittaslow towns are present all over the world and in Italy there are over 70. A philosophy of everyday life that in just 15 years has become widespread in every corner of the world and that is known today to a particular group of communities, people and institutional bodies which are more attentive and sensitive to "slow qualities" and the need for new philosophies of environmentally friendly development. The great attention dedicated to high-quality food, local products, conservation of the environment and the natural ecosystem has had a positive effect on the Cittaslow towns and the places and processes that make it possible to conserve both nature and food production. Which has been possible only thanks to decisions that affect quality of life and the environment too.

5) Desired position – GOAL OF THE CAMPAIGN
Promoting and spreading knowledge of the Cittaslow towns, their "good living" and the "slow qualities" characteristic of Cittaslow towns so that they become the philosophy and heritage of more towns. But above all, in the implementation of the campaign, ensuring that this philosophy of life is transmitted to a wide target audience and accepted fully by such.

The purpose of the campaign is to evoke in the audience the desire to participate and visit the towns belonging to the network. The aim is to communicate and make these Italian and international towns known and to encourage the choice and sharing of the system of values conceived and promoted by Cittaslow, perfectly in line with the theme of EXPO 2015, which is the basis of environmentally sustainable development of local communities. This system of values is above all the bearer of a new tourism that is sensitive to the rhythms of time and nature. The eternal beauty of places - the Cittaslow towns in fact - that marry the past with modernity in harmony and that combine the rhythms of nature with those of culture and economy, while offering sustainable development, are the foundation of the tourism that Cittaslow proposes.

NOTE: The special qualities of Cittaslow's proposals are a perfect fit with the theme of EXPO 2015. Therefore particular attention is necessary to contextualisation in 2015, the year that will see the Cittaslow towns as protagonists both for their presence at Expo and because the International Assembly will be hosted in Italy in the Cittaslow town of Abbiategrasso, at the gates of Milan, from 19 to 21 June.

Further information www.cittaslow.org (to safeguard the creativity and the successful outcome of the campaigns, taking statements and phrases from the site to re-insert them in the text of messages is strongly discouraged).
AWARDS

The jury can give, for any of the sections the following awards: Gold, Silver, Bronze. The main awards are:

**GRAN PRIX** (Rai Advertising– City of Salerno)*

The jury will choose among the best students of each section, the winner who will be awarded with Gran PRIX, and he/she will be guest at the famous International Festival of Advertising LIONS 2015 in Cannes - France. Rai Pubblicità offers nr. 3 passes to take part to the LIONS. So, if the winner of the “Gran PRIX” will be a group composed by at least nr. 3 students, the passes will be given to the representative-person named on the registration card and to the other two members of the group. If, on the other hand, the abovementioned winner will be a couple or a single student, the remaining pass/es will be given to another awarded student; *according to the final judgment of the Rai Pubblicità delegate of the Jury.

**TODAY YOUNG AWARD**

TYA award will be assigned to one of the best works selected by the jury and placed at the top of the various sections. The authors of the winning works will be beneficiaries of training in Italian advertising agency. The stage can be assigned to individual or team job (max. 2 authors) resulting TYA winner. The modalities of access to training activities shall be specified from agency designed for 2015. The expected duration for stage will be 6 months, in line with the operational tool identified by the Organization of the prize and as provided by law. *In 2013 and 2014 the stage is offer by Aldo Biasi Comunicazione with headquarters in Milan.

**COPY SCHOOL AWARD**

This award was born to emphasize the creative writing and will be assigned to the work containing the best copy.

**DESIGN SCHOOL AWARD**

This award will be assigned to one of the works registered to one or more sections. The judgement will consider the design's quality and the innovation of the composition.

**INTEGRATED MEDIA AWARD**

This award will be given to the best campaign made through the synergy of at least four medias corresponding to four sections listed.

**GOLDEN SCHOOL TROPHY, SILVER SCHOOL TROPHY**

These awards, born to reward the best schools taking part to the competition, will be given to universities/schools that distinguished themselves for the quality of the students works.

According to the competition’s aims, the winners and the finalists will be taken into consideration for possible stages in advertising agencies.

The winning campaigns or the campaigns awarded for social advertising will be spread on the national and/or local media by the organizations, the authorities, the companies for which they were created. Taking into consideration that only young people will take part to the competition, the works will be judged for the ideas and the meanings they express besides the technical aspect.

The winners/representatives will be informed by the Organization directly.

The Organization retains the right to withdraw - after the event - any award only if it should discover any ethically uncorrect behaviours (i.e. plagiarism) in the making of the awarded work by the side of who registered it to the competition.

Please note: the jury may not assign one or more of these awards if it deems there is a work deserving of recognition.

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**Palmares Gran Prix**

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<tr>
<th>Year</th>
<th>Winners</th>
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</thead>
<tbody>
<tr>
<td>2015</td>
<td>#staytuned</td>
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<tr>
<td>2014</td>
<td>Cristiana Soriano, Bruna Gori, Mattia Rizzo, Paolo Palmisano, Lorenzo Pasquinelli</td>
</tr>
<tr>
<td>2013</td>
<td>Chiara Simmi, Athena Marcucci, Lavinia Barbarossa, Michela Cianciulli</td>
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<tr>
<td>2012</td>
<td>Riccardo Corda, Jacob Salmona Arcari, Nicola Giardini, Antonio Dei Svaldi</td>
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<tr>
<td>2011</td>
<td>Giuseppe Inghilterra, Paolo Austero, Federica Scaramelli</td>
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<tr>
<td>2010</td>
<td>Fabio Tridenti, Vittorio Perotti</td>
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<td>2009</td>
<td>Cosimo Daniele Zampelli, Giulia Guglielmo</td>
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<td>2008</td>
<td>Roberta D'Acquisto, Elisa Valiani, Ettore Rungo, Isabella Minzly, Angelo Tarasco</td>
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<tr>
<td>2007</td>
<td>Francesca Scalon, Matteo Lazzarini, Lorenzo Romani</td>
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<td>2006</td>
<td>Marialuisa Esposito</td>
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<tr>
<td>2005</td>
<td>Pellegrini Pietro Giovanni, Pancetti Daniele, Valentina Amenta</td>
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<td>2004</td>
<td>Luca Cian, Gianpaolo Casciano, Francesca Colautti</td>
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<td>2003</td>
<td>Matteo Prato</td>
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<td>2002</td>
<td>Guia Fulfaro</td>
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**Palmares Today Young Award**

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<tr>
<th>Year</th>
<th>Winners</th>
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<tbody>
<tr>
<td>2015</td>
<td>#staytuned</td>
</tr>
<tr>
<td>2014</td>
<td>Nataly Reyes Cuba</td>
</tr>
<tr>
<td>2013</td>
<td>Chiara Ruggeri e Marta Leonardi, Luna Maestosi, Giuseppina D’Arrigo e Andrea Zanoli</td>
</tr>
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**EXIBITION, CREATIVE CAMPUS AND AWARD CEREMONY:**

**MAY 2015**
XIV SPOT SCHOOL AWARD

Mediterranean Creativity Festival
Salerno, 27 - 30 may 2015

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