



MOST POPULAR TELEVISION COMMERCIAL RULES & GUIDELINES

The Most Popular Television Commercial Award will recognise excellence in a commercial aired on a major metropolitan free-to-air network, subscription TV network or streaming service (excluding YouTube) in Australia during the period January 1, 2019 to December 31, 2019.

2020 TV WEEK Logie Awards

INTRODUCTION

The TV WEEK Logie Awards are presented annually to recognise, honour and reward outstanding achievement in television. Now in their 62nd year, the Awards were launched by TV WEEK magazine in 1959, following the introduction of television to Australia in 1956.

The Most Popular Television Commercial Award will recognise excellence in a commercial, first aired in Australia during the period January 1, 2019 to December 31, 2019. Eligibility of candidates is based on meeting the criteria outlined in this document.

KEY DATES

Most Popular Television Commercial Award submissions due.....Tuesday, March 31, 2020

Most Popular Television Commercial Award judging period Monday, April 6, 2020 to Thursday, April 30, 2020

Official Nominations announcementSunday, May 24, 2020

Most Popular Television Commercial Award nominees live on public voting survey... Sunday, May 24, 2020 to Sunday, June 14, 2020

Top three nominees for Most Popular Television Commercial Award announcedMonday, June 15, 2020

2020 TV WEEK Logie Awards..... Sunday, June 28, 2020

GENERAL INFORMATION

ENTRY AND ELIGIBILITY

- Entries can be submitted to TV WEEK in accordance with the rules and criteria provided.
- Entry cost is \$495 plus GST per submission. Payment may be made via credit card or PayPal.
- All submissions must have had their first transmission in Australia for the period January 1, 2019 to December 31, 2019 on a major metropolitan free-to-air network, subscription TV network or streaming service (excluding YouTube)
- Entries must be submitted via a media agency, creative agency or content agency, or direct from a brand Joint entries are permitted, but any piece of work cannot be submitted more than once.
- Free-to-air networks, subscription TV networks or streaming services are ineligible to submit television network promos.
- Eligibility of candidates is based on meeting criteria.
- Entries not submitted in accordance with the rules and criteria will be rejected.
- TV WEEK reserves the right to add, revise or reject candidates. However, TV WEEK is not liable for any errors that are the result of incorrect information submitted.
- The submitter of the entry assumes all costs and responsibilities for nominees attending the event. TV WEEK will not be held accountable.
- To streamline the submission process, all communication will be directed through the submitting contact.
- Entrants agree to indemnify TV WEEK for any loss or damage arising from any inaccurate, misleading or false declarations.
- Entries may not be withdrawn or altered after submission deadlines.

SUMMARY OF VOTING PROCESS

Most Popular Television Commercial Award

Nominees for the Most Popular Television Commercial Award are determined by a panel of industry experts. Nominees are then put up for Public vote for the first three weeks of the Live Voting period, and the winner of the TV WEEK Most Popular Television Commercial Award is the nominee that gets the most votes by the Australian public.

- After reviewing the complete long-form list of all submissions, a panel of industry judges will narrow down the submissions to a shortlist of 15 nominees. These 15 nominees will be eligible for public vote during the first three weeks of Live Voting period. Only one vote per person is allowed during Live Voting.
- The successful 15 nominees will be displayed in a voting survey found on the Now to Love/TV WEEK website and digital properties. Image of nominee will be displayed with the opportunity at the top of the page to click off to a video article page in order to view all 15 TVC's. TV WEEK will undertake activities to promote voting to the public. However, each agency or brand is encouraged to promote their nominees.
- The successful 15 nominees will be narrowed down by the Australian public vote to three finalists.
- The three finalists will be invited to attend the 62nd TV WEEK Logie award ceremony. Each finalist will receive two tickets. All travel and accommodation are incurred at own expense.
- TV WEEK may advise the submitting contact at each agency or brand of successful nominations at its discretion, so that attendance and/or publicity can be coordinated as required. Each contact will be required to sign a confidentiality agreement, acknowledging that the nomination information is strictly embargoed until publicly revealed by TV WEEK.
- Nominees will be announced by TV WEEK prior to the TV WEEK Logie Awards Ceremony.

LISTINGS: CANDIDATES, NOMINEES AND WINNERS

- The 15 nominees will be listed in alphabetical order.
- The Nominees and Winners' press release is the definitive source of award winners' information.
- Award winner will receive a TV WEEK Logie Award, and \$100,000 Bauer Media Australia advertising spend (T&C's apply below)
- Award winner will also be acknowledged verbally as the winner as the telecast goes to a commercial break.
- TV WEEK will issue one TV WEEK Logie Award statuette for the win, and will not issue replicas of the Award.

TICKETING

The three nominees will receive two tickets to the 2020 TV WEEK Logie Awards. John Flower from HotHouse Media will be in touch in June to coordinate once nominees have been announced/notified.

POWERS OF TV WEEK

1. TV WEEK reserves the right:
 - i. to rely solely on the information and material submitted with an entry without any obligation or expectation on TV WEEK to make further inquiries or communications with the Entrant or any other third party;
 - ii. to determine whether an entry is validly made in accordance with the Rules & Guidelines;
 - iii. to reject an entry not validly made in accordance with the Rules & Guidelines;
 - iv. to determine what process, if any, it may adopt to resolve the validity of any entry;
 - v. to select any image for use in the TV WEEK Logie Awards voting survey other than those image/s provided by the Entrant;
 - vi. to select the membership of a jury and, where appropriate, to determine a jury's processes and whether a jury may make a Nomination or determine a winner of an Award;
 - vii. to exercise a casting vote as a juror;
 - viii. to exercise a casting vote to determine a winner in the case of a tie, if required ;
 - ix. to vary any of the rules in the Rules & Guidelines at any time without notice. TV WEEK will endeavour to notify Entrants of any such variations;
 - x. to allow or refuse an Entrant to make an amendment to the Form after the Closing Date for Entry or to the Supporting Materials after the Closing Date for Materials;
 - xi. to delegate any power, right or discretion to its delegate(s);
 - xii. to consult as required with the Scrutineer about any aspect of the application of the Rules & Guidelines.
2. TV WEEK may, at its discretion, waive compliance with the rules if it is satisfied that an Entrant is genuinely unable to comply with the Closing Date for Submissions.
3. TV WEEK will not enter into any dispute between Entrants and a third party in relation to the entry of a Commercial into the Awards or any other matter.

4. TV WEEK will present one trophy to the winner of each Award Category.
5. The decision of TV WEEK, including the decision of any jury, shall be final.
6. TV WEEK retains a general right of discretion in relation to all matters relating to the Awards, notwithstanding any other provision of the Rules & Guidelines.
7. TV WEEK may, at its discretion, choose to alter how the award is presented to the winner.
8. All elements of the rules and guidelines and voting periods remain confidential. TV WEEK do not share voting statistics.

INTELLECTUAL PROPERTY

- Bauer Media, publisher of TV WEEK magazine, is the owner of all rights associated with the Logie Awards, including all intellectual property (IP).
- TV WEEK grants each submitting agency or brand the non-exclusive right to use the TV WEEK LOGIES wording and logo and the TV WEEK logo (Bauer Media IP) and branding as is reasonably necessary in order to promote the voting of candidates. The TV WEEK Logie Awards logo, online voting creative, voting instructions and advertising regulations will be provided by TV WEEK before voting commences for the purpose of advance preparation.
- The use of the Bauer Media IP is only in the form and manner approved by TV WEEK. The Bauer Media IP cannot be amended, edited, cropped, manipulated, added to, deleted from or otherwise modified.
- The ceremony and awards must be referred to correctly at all times as "TV WEEK Logie Award's".
- The official event logo must be used; the use of the statuette alone is not permitted.
- The TV WEEK Logie Award statuette may not be reproduced or used in any commercial manner unless prior permission has been obtained from TV WEEK.
- Please contact the TV WEEK Logie Awards Project Manager for IP permissions and queries.

CONTACT INFORMATION

For any queries relating to the 2020 TV WEEK Logie Awards, please contact Tamika Hennessey, TV WEEK Marketing Manager and TV WEEK Logie Awards Project Manager, thennessey@bauer-media.com.au or ph: (02) 9282 8104; or Anastasia Papayioryiou, Trade Marketing Executive, APapayioryiou@bauer-media.com.au or ph: (02) 9282 8626.

MOST POPULAR TELEVISION COMMERCIAL AWARD SUBMISSION AND VOTING PROCESS

The following information outlines the process that will be taken to recognise nominees and winners of the Most Popular Television Commercial Award:

1. TV WEEK to provide agencies and brands with criteria and submission requirements. Please note the number of entries permitted per agency and brand is not limited for unique submission.

After carefully reading the criteria and agreeing to the terms of submission, agencies and brands complete the submission via <http://www.logieawardstvc.com.au>

In addition to the entry form, stills of the commercial as well as a video of the commercial are required for the official Voting Survey and for editorial and publicity purposes.

- Image/s submitted must be a clear, photograph in jpeg form, approximately 300dpi
 - Video submitted must be an MP4 video approximately 1920 x 1080
2. If image is not supplied or are not suitable, TV WEEK will attempt to source images by other means or the entrant may not have any accompanying imagery on the voting survey.

Agencies and brands are required to include their IP address on the submission form and must ensure their submissions are complete and correct. TV WEEK takes no responsibility for incorrect submissions.

3. Entries are due **31st March 2020**, with no exceptions.
4. Submissions are reviewed by TV WEEK.

5. All submissions will be reviewed by an industry judging panel. The top 15 submissions as voted by the judging panel will be on the final nominees list and be eligible for public vote during the first three weeks of the Live Voting period. Agencies and brands will be notified if their submission makes it onto the final candidate list.
6. TV WEEK will encourage the public to vote with a print, TV, radio, social media and online advertising campaign.

Agencies and brands are encouraged to promote their candidates throughout this time, ensuring that any mention of the TV WEEK Logie Awards is done according to the rules outlined in the General Information section of this guide.

7. Nominees will be announced by TV WEEK via the official nominations announcement. Agencies and brands may be advised in advance of nominations. A confidentiality agreement acknowledging the strict embargo must be signed prior to TV WEEK revealing information.
8. The TV WEEK Nominee press release is the definitive source of information.
9. The nominee receiving the most public votes will receive a TV WEEK Logie Award

MOST POPULAR TELEVISION COMMERCIAL AWARD CRITERIA

No limit on entries permitted per agency or brand. However one piece of work cannot be submitted by multiple companies.

This Award is to recognise an Australian commercial production between 15 seconds and 2 minutes, first televised on a major metropolitan free-to-air network, subscription TV network or streaming service (excluding YouTube) in the period January 1, 2019 to December 31, 2019. Television network promos are not eligible.

The commercial must have been produced by a predominantly Australian cast and crew.

The top 15 submissions, as determined by the industry judging panel, will be shortlisted as nominees and eligible for public voting. Judges will judge all entries across the following criteria:

- Production values
- Entertainment values
- Consumer response
- Reflection of Australia and its diversity

MOST POPULAR TELEVISION COMMERCIAL AWARD WINNER PRIZE

The Most Popular Television Commercial Award 2020 winner will be entitled to the following prize, on top of a TV WEEK Logie award;

- \$100,000 of advertising spend to be awarded to the winner of the Most Popular Television Commercial Award
- Advertising spend is based on rate card Advertising spend can be used on any Bauer Media Australia print and/or digital platform
- Prize is exclusive of any production costs
- Subject to availability of inventory
- Advertising spend/placement must fall in the 12 month period of (Sunday, June 28, 2020 to Sunday, June 27, 2021)