

# CREATIVE E-FLASHMOB: COMPETITION REGULATIONS

## I. Object

The Luxembourg Creative Industries Cluster, part of the Luxembourg Cluster Initiative, managed by Luxinnovation GIE, is launching a national competition entitled *e-flashmob promotion* with the aim of enhancing the Creative Industries Cluster Community's visibility and notoriety in Luxembourg.

## II. Conditions of eligibility

### A. Eligible candidates

The competition is open to all professional creatives based in Luxembourg with a profile on the cluster platform [www.creativecluster.lu](http://www.creativecluster.lu).

### B. Eligible contributions

Submitted projects are eligible provided they meet the following criteria:

- Creative nature: showcased products or services are presented in a creative way.
- Recent nature of the projects: submitted projects must not be older than 12 months on the submission date. They may also be in their last phase of development prior to their publication.
- Nature of the projects: showcased projects need to represent creative products or services offered to a client in Luxembourg or abroad.
- Template: the graphic template must be included in the project posting.

## III. Rewards

The winner selected by the jury will be rewarded with a trip to [OFFF Festival](#) in Barcelona from 22 to 24 April 2020. The prize includes entry tickets to OFFF, accommodation and flights for 1 person.

## IV. Terms of participation and applications

### A. Submissions

Participants without an account must register a profile on the Creative Industries Cluster platform (<https://creativecluster.lu/user/login>) in order to enter the competition. Active users just need to log in. Registration is free and will be contractual. Once logged in, participants must upload their contributions on the Creative Industries Cluster platform by choosing "Project" in the "Create" section. Participation deadline: 28 October 2019 at 6 p.m.

## B. Creative

Submitted visuals need to fulfil the conditions stated under section II.b. above.

## C. Posting

A Facebook post has to be published on 5 November 2019 at 13:00 by the participant, including the generated project URL, the tags @luxembourgcreativeindustries and @Luxinnovation and the 2 hashtags #Creative\_LU and #Letscollaborate.

## D. Platform profile

In order to be eligible for the competition, participants need to update their respective profiles on the Creative Industries Cluster platform ([www.creativecluster.lu](http://www.creativecluster.lu)).

The following minimum required information is to be provided:

- Logo and background visual
- Description text
- Skills
- Contact information
- Minimum one portfolio image

Luxinnovation reserves the right to publish the submitted content through any form or channel. A recap video including different project visuals will be published after the campaign. The participants retain the intellectual property rights of their projects and the organiser claims no rights on the submitted contributions and ideas.

## V. Composition of the jury

The jury evaluating and rating the e-flashmob projects will be composed of independent members.

The members of the jury will sign a document declaring that there is no conflict of interest in relation to the projects submitted. They will guarantee their objectivity and commit to observing the regulations of the competition. Members of the jury are going to abstain from voting if a family relationship up to the second degree exists with a representative of participating companies or individual participants.

## VI. Selection procedure and criteria

The jury will base their decision on the following overall assessment criteria:

**STEP 1:** The top 20 participants based on their social media traction will be reviewed by the jury. A rating from 0 (poor) to 5 (excellent) will then be given across the 5 criteria categories listed below:

1. Creativity (0-5):
  - “Out of the box” factor;

- New and tangible added value in terms of concept;
- Implementation of the concept idea.
- 2. Level of difficulty (0-5):
  - Required know-how;
  - Technique applied;
  - Production value and quality.
- 3. Innovative character (0-5):
  - Featuring new methods;
  - Advanced and original in terms of ideas.
- 4. Trendiness & zeitgeist (0-5)
- 5. Collaboration level with other creatives [(0-5) \*1.5]. Please note: The rating of this category will be multiplied by 1.5.

**STEP 2:** The 5 projects with the highest scores will then be ranked according to their detailed engagements on Facebook (maximum of 15 points):

- 📌 Likes (0-5 ranking)
- 📌 Shares (0-5 ranking)
- 📌 Comments (0-5 ranking)

and

- 📌 Views/clicks on the platform [www.creativecluster.lu](http://www.creativecluster.lu) analysed via Google Analytics (0-5 ranking). The rating of this category will be multiplied by 1.5.

The total rating will define the overall winner.

If the jury has any suspicion of fraudulent engagement or click activities (purchased engagements, bots, etc.), the participant concerned will be excluded from the selection. Facebook *Stories* will not be considered in the competition. All engagements up until 12 November 2019 at 1 p.m. will be counted and all subsequent engagements ignored.

Participants can of course post their projects via other social media channels to attract further engagement to their Creative Industries Cluster project. However, solely Facebook engagements will be accounted in the selection of the final winner.

The winner of the contest will be announced via social media and will be informed by Luxinnovation by e-mail on 22 November 2019.

## VII. CONFIDENTIALITY

All other information, documents, data, etc. submitted by applicants will be treated in the strictest confidence. The jury commits not to disclose any information obtained when examining the applications presented by applicants.