



中国国际公益广告大会  
CHINA INTERNATIONAL PUBLIC SERVICE ADVERTISING CONFERENCE

# ENTRY KIT

## 2023 CHINA INTERNATIONAL PUBLIC SERVICE ADVERTISING CONFERENCE CREATIVITY COMPETITION

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## 01. About the Competition

The 2023 China International Public Service Advertising Conference, jointly hosted by the *Publicity Department of the Beijing Municipal Committee* and the *Beijing Municipal Radio and Television Bureau*, will be held in Beijing, China, from 20 to 22 September 2023.

The Conference, which was formerly held as the *Beijing International Public Service Advertising Conference* since 2019, focuses on public service advertising and responsible marketing, aiming to set up an international insights-sharing and knowhow-learning platform to promote the public service advertising to play a more active role and better serve for the economic and social development.

**The Creativity Competition, a major part of the Conference 2023, now opens for PSAs entries FOR FREE.**

## 02. Entry Requirements

2.1 The entry should be original work(s), should have positive energy and unique creativity, and also should express sincere emotions.

2.2 The entry should be well-produced, elaborate and delicate, and should have well-organized structure and touching and heart-warming force.

## 03. Key Dates

- Submission deadline: August 31, 2023.  
All entries should be submitted via Email by 23:59 P.M. **August 31, 2023** [CST time].  
Submissions received after this time will be not accepted by the Competition.
- Primary and final Judging: Early September, 2023
- Winners announced: Late September, 2023

## 04. Types & Categories

The Competition sets two Types for entry submissions:

<b>Published Type *</b>	Public service advertisements published on traditional and/or new media <b>between January 1, 2022 and August 31, 2023</b> will be accepted under this type.	Four (4) Categories are set in both types: ■ <b>Press</b> ■ <b>Video</b> ■ <b>Audio</b> ■ <b>Interactive (New Media)</b>
<b>Unpublished Type</b>	Creative works that are not published will be accepted under this type.	

\* A certification that the entry work has been released is required when submitting into any category under the Published Type.

## 05. Entry Specifications

<b>Press</b>	<ul style="list-style-type: none"><li>● Entry format should be JPG or PNG, etc.;</li><li>● The image resolution should be no less than 300 pixels with CMYK color mode;</li><li>● The image size should be less than 5MB;</li><li>● Two (2) or more images can only be accepted as A Series. Images in A Series should be marked with correct serial numbers and then attached as per the same order;</li><li>● A same entry can be submitted to different categories of the same Type if qualified without overall limit to how many categories it can be entered.</li></ul>
<b>Video</b>	<ul style="list-style-type: none"><li>● Entry format should be MP4 and coded in H.264;</li><li>● The maximum length of a single video file should be no more than 2 minutes;</li><li>● Two (2) or more video files can only be accepted as A Series. Video files in A Series should be marked with correct serial numbers and then attached as per the same order;</li><li>● A same entry can be submitted to different categories of the same Type if qualified without overall limit to how many categories it can be entered.</li></ul>
<b>Audio</b>	<ul style="list-style-type: none"><li>● Entry format should be MP3;</li><li>● The length of a single audio file should be no more than 2 minutes;</li><li>● Two (2) or more audio files can only be accepted as A Series. Audio files in A Series should be attached in correct order.</li></ul>
<b>Interactive (New media)</b>	<ul style="list-style-type: none"><li>● Entry for this category should be shareable mini-program interface developed on mobile terminal.</li><li>● Experience-based QR code or introductory short video file should be attached to complete the entry submission via email.</li><li>● The length of the short video should not exceed 60 seconds.</li></ul>

## 06. How to Submit

6.1 All entries shall be submitted via email to [competition@china-cao.org](mailto:competition@china-cao.org).

6.2 A submission will only be considered **Complete and Valid** with: (i) a subject, (ii) the email text, and (iii) attached entry file(s), and (iv) a completely filled Entry Form.

- The submission email should be subjected as “2023 PSA Competition + Entry Title”.
- In the email text, a full list of attachments in correct order is required, and the total number of attachments shall be consistent with that of the list.

6.3 Entry files submitted via a link will not be accepted and the submission will be deemed invalid.

6.4 The organizing committee will reply **within 3 Working Days** upon receiving the submission email to confirm whether the submission is successful.

## 07. Important Notes

- 7.1 No information of the entry submitting company/organization should appear on the submitted entry (entries);
- 7.2 Entry files should be uploaded as per requested size (or length) for each category;
- 7.3 The entry should be double-checked before submission, and cannot be modified after submission;
- 7.4 Any company/organization or individual who has been confirmed with plagiarism by the organizing committee after review and verification will be disqualified from the competition of this year and following years;
- 7.5 Each entry can only be submitted by a single submitting party and should be submitted by the copyright owner in principle. An agency or other authorized company/organization who signs up for the competition should obtain the consent of the copyright owner in advance. In case of copyright disputes, the responsibility should be borne by the entry submitting party, and award(s) awarded will be taken back;
- 7.6 All legal issues related to portrait right, copyright, trademark right and the right of name should be borne by the entry submitting party;
- 7.7 All entries will not be returned. The competition organizing committee has the right to publicize, exhibit, edit, and publish the entries.

## 08. Awards & Rewards

- 8.1 Awards of Five (5) grades are set in both **Published** and **Unpublished** Types, which will all be issued with certificates by the organizing committee.
  - Grand Prize;
  - Gold Award;
  - Silver Award;
  - Bronze Award;
  - Recognition Award.
- 8.2 Winning entries will be displayed on the “*Excellent PSAs Exhibition*” of the 2023 China International Public Service Advertising Conference, and be issued with certificates at the “*Public Service Gala*” during the Conference.
- 8.3 Winners information will be published on the official website of the *Beijing Municipal Radio and Television Bureau*.

## 09. Contact Us

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**Enclosed: Entry Form**