

RULES

INTERNATIONAL UNIVERSITY FESTIVAL OF CREATIVITY AND SOCIAL INNOVATION "LA PIEZA"



Introduction:

This document outlines the competition rules of the La Pieza 2024 Festival, the only inter-university competition for creativity and social innovation. The Festival aims to engage university students in communication and marketing careers and encourage them to address social and planetary issues through creative and innovative ideas. This document provides information on the purpose of the competition, who can participate, how to participate, and how to enter.

1) THE CHALLENGE:

Purpose of the competition:

The basic principle behind the creation of the La Pieza 2024 Festival is to raise awareness among university students about social and planetary problems. The contest aims to transform each student into an agent of change by encouraging them to develop creative and innovative ideas. Participants will have the opportunity to be rewarded for their efforts.

Who can participate?

Any university, college or undergraduate program with an advertising, communications, marketing and/or related higher education program is eligible to participate. La Pieza Board of Directors will convene the participating institutions. Each institution may submit a minimum of one (1) and a maximum of ten (10) cases. Cases must be submitted by pairs of regular students selected by the organizers.

Mode of Participation:

The competition will be conducted in pairs, with each couple consisting of two accredited regular students from their respective institutions.

How to enter.

Each participating couple may choose one or more problems that will be officially announced on October 2, 2024 at 12:00 Chilean time. It is recommended that the participating pair work on the ideas within the academic processes of their career and the time frame specified in the contest rules.

How to participate?

Each participant duo will be able to choose one or more problems that will be officially announced on October 02, 2024 at 12:00 Chilean time.

* It is recommended that the participating couple work on the ideas in academic processes of their career, within the time established in these bases.

Important: Each university house can register between 1 and up to 10 pieces.

Launch Report 2024

The official launch of 2024 for all convened universities will be from the Universidad del Desarrollo de Chile (UDD), on October 02 at 12:00 (CLT) via streaming.

2) REGISTRATION

Each study house must identify a coordinator who will be responsible for registering the pairs representing their institution, as well as uploading the participating creative pieces to the contest platform, where there will be instructions on how to proceed [CLICK HERE](#)

Format:

Participating universities must upload a self-explanatory case-type video to YouTube or any other video

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uploading platform, defining the problem and solution approach of the proposal with the following specifications:

- Duration: Maximum 2 minutes
- Format: .MP4 (H.264 video codec)
- Quality: Good (up to 50 MB)
- Size: 1920 x 1080, h264
- Original language of the country of origin with English subtitles.

Rights:

Participating couples may not use copyrighted images, video, or audio (speech or music) in the production of the video case.

All couples must include the Transfer of Rights document (Appendix 2) when uploading the entry to the platform. If the video case contains the testimony or presence of one or more minors, they must have written authorization from their parents, guardian or legal representative. (Appendix 3).

Reflections:

Couples will have complete creative freedom in proposing solutions to the problems presented in the brief, with no restrictions on the type of action they deem appropriate. However, they must adhere to the maximum video length and will be disqualified if this requirement is not met.

The Organization will not provide any equipment or resources for the production of the proposals or video cases; they must be produced entirely by the contestants.

General Conditions

1. All the works produced in the contest will remain in the possession of the Organizing Committee and will be included in its archives for the purpose of promoting and disseminating the La Pieza Festival. Participation in the competition implies the surrender of all rights to the material produced by the students.
2. Participants must be regular students of the courses, otherwise they will be immediately disqualified from the competition.
3. Plagiarism will only be considered if the idea and the cause are exactly the same in form and content as an existing one, and only the jury appointed by the Board of Directors will have the power to disqualify the piece within the voting process; no appeal or claim by people who are not members of the jury will be allowed or outside the voting period.

3) JURY

The proposals will be evaluated by an international jury composed of prominent professionals from the communications industry and institutions related to the cases discussed. The list of judges will be made public on the day of the call.

The jury will evaluate each entry online, without having any background information about the educational institution from which it comes.

Judging criteria for the jury:

- Relevance, originality and relevance of the idea to the problem: 50%.
- Synthesis and storytelling capacity of the video case: 30%.
- Quality of audiovisual execution: 20%.

Jury of the first phase: Selection of finalists

In the first phase, the jury will evaluate all the entries and those that obtain the minimum number of points will become finalists, as determined by the jury.

The finalist couples will receive an honorary diploma, which will be sent to their homes by e-mail.

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Jury Second Phase: Selection of Winners and Grand Prix

In the second phase, if there are finalists, the judges will evaluate the entries for gold, silver, and bronze for each challenge.

GRAND PRIX

The GRAND PRIX LA PIEZA 2024 will be awarded only to the entries that receive Gold, and only one of them will receive this award.

Awards

The results of the awards will be published on the competition website www.lapieza.udd.cl and on the social networks of the universities that are part of the list.

The awards ceremony will be held in person and broadcast online from the Universidad del Desarrollo in Chile on November 19 at 11:00 a.m. of Chile (CLT). All participants will be able to attend the ceremony virtually. Trophies and diplomas will be sent by mail or e-mail to the respective study houses.

4) CONTEST AGENDA

Presentation and Publication of the Brief: October 02, 2024, 12:00 CLT.

Deadline for receipt of pieces (videos-cases): October 22, 23:59 CLT.

Selection of finalists: October 24-28, 2024.

Awarding of gold, silver, bronze and GRAND PRIX prizes: November 19, 11:00 CLT.

5) CONTACT

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