

COMPETITION RULES

INTERNATIONAL UNIVERSITY FESTIVAL OF CREATIVITY AND SOCIAL INNOVATION "LA PIEZA 2025"



The Advertising Program of Universidad del Desarrollo (UDD) convenes La Pieza 2025, the only inter-university creativity and social innovation contest.

1) THE COMPETITION

Purpose of the competition:

The festival was created to inspire communication and marketing students to become aware of various social and global issues, and to turn each student into an agent of change by developing creative and innovative ideas, regardless of whether or not they are awarded.

Who can participate?

All universities, higher education institutions, or undergraduate programs in advertising, communication, marketing, and/or related fields invited by the La Pieza Board may participate.

Each institution may submit a minimum of one and a maximum of ten video cases through pairs of officially enrolled students in the eligible programs.

Participation Format:

The contest is for pairs of two people who must be certified by their respective institutions as enrolled students.

How to participate:

Each pair may select one or more issues, which will be officially announced on Wednesday, September 24, 2025, at 11:00 a.m. Chile time.

It is recommended that each pair work on their ideas within their academic program during the time established in these rules.

Important: Each institution may register one to ten pieces.

Brief Launch 2025

The official launch for all invited universities will be streamed live from Universidad del Desarrollo (UDD) in Chile on September 24 at 11:00 a.m. CLT

2) REGISTRATION

Each institution must appoint a coordinator who will be responsible for registering the pairs representing their institution and uploading the pieces to the contest platform.

Format:

Participating universities must upload a self-explanatory case video to YouTube. The video should define the problem, approach, and proposed solution. The video must meet the following specifications:

- Duration: Maximum 2 minutes Format: .MP4 (H.264 codec).
- Format: MP4 (H.264 codec).
- Quality: Good (up to 50 MB).
- Size: 1920 x 1080; H.264 codec.
- Language: Original audio in the country's native language with English subtitles.

Copyrights:

- When producing the case video, participating pairs must consider the following:
- They may not use copyrighted images, videos, or audio (voice-overs or music).
- They may not use trademarks or institutional logos without prior approval. They must submit written confirmation from the company along with the material by completing the corresponding form.

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- All pairs must include the Assignment of Rights document (Annex 2) when uploading their piece to the platform.
- If the video includes the testimony or presence of minors, written authorization from a parent, guardian, or legal representative is required (see Annex 3).

Research requirement:

Participants must submit a document detailing the research process via the platform together with the video case. The document must be submitted through a pre-formatted form with character limits.

- Research question.
- Justification or rationale for the proposal. Justification or rationale for the proposal.
- Objectives (general and specific).
- Methodology.
- Key Findings.
- Results.
- Conclusions.

Considerations:

Pairs have full creative freedom to propose solutions to the issues presented in the brief. However, they must comply with the maximum video duration; otherwise, they will be disqualified.

The organizers will not provide equipment or resources for producing the proposals or case videos, which must be produced entirely by the contestants.

General Conditions:

- 1.- All pieces produced will remain the property of the organizing committee and will be added to its La Pieza archive for promotional and dissemination purposes. Participation implies the full transfer of all rights to the developed material.
- 2.- Participants must be officially enrolled students; otherwise, they will be disqualified. Format: .MP4 (H.264 codec).
- 3.- Plagiarism will only be considered if the idea and execution are identical to an existing one in both form and substance. Only the jury appointed by the Board has the authority to disqualify a piece during the voting process. No appeals or claims will be accepted from individuals outside the jury or after the voting deadline.

3) JURY

Proposals will be evaluated by an international jury composed of leading communications professionals and individuals associated with the addressed causes. The list of jurors will be presented publicly at the launch of the Brief.

Jurors will evaluate each entry online without knowing which institution submitted it.

Evaluation criteria:

- Relevance, originality, and appropriateness of the idea in relation to the problem: 50% - Ability to synthesize and tell the story of the video case: 30%.
- Audiovisual execution quality: 20%.

First Phase Jury: Selection of Finalists

In the first phase, the jury will evaluate all submitted pieces. Those who reach the cutoff score (set by the board) will qualify as finalists.

Finalist pairs will receive honorary diplomas via email.

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Second Phase Jury: Selection of winners and Grand Prix

During the second phase, jurors will award gold, silver, and bronze medals for each category, if there are finalists.

GRAND PRIX

Only the pieces that win gold will compete for the Grand Prix La Pieza. Only one piece will receive this distinction. Awards Ceremony:

The results will be published on the contest website (www.lapieza.udd.cl) and on the social media accounts of the universities that make up the Board.

The awards ceremony will take place in person at Universidad del Desarrollo in Chile and be broadcast online on Wednesday, November 19, 2025, at 11:00 a.m. CLT. All participants may attend virtually.

Trophies and diplomas will be mailed or emailed to the respective institutions.

4) CONTEST TIMELINE FORMAT:

Brief presentation and publication: Wednesday, September 24, 2025, at 11:00 a.m. CLT.

Pair registration: September 25–October 22 at 11:59 p.m. CLT.

Submission deadline for video cases: October 22 at 11:59 p.m. CLT.

Finalist selection: October 24–November 5, 2025.

Awards Ceremony (Gold, Silver, Bronze, and Grand Prix): Wednesday, November 19, at 11:00 hrs. CLT.

5) CONTACT:

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