MIDEM MARKETING COMPETITION FAQ

WHAT IS THE MIDEM MARKETING COMPETITION?

The midem marketing competition is an international competition for the world's most creative agencies, highlighting the most innovative use of music or partnership with artist in a marketing campaign (first category), and the best music placement in an advertising (second category)
Reed MIDEM* is the official organiser of the marketing competition. Its second edition will take place at midem from January 26th to January 29th 2013, in Cannes (France).

WHY SHOULD I APPLY?

The midem marketing competition is a chance to get unique international visibility towards the brands & agencies community, music senior executives, big tech players & innovative startups and press at midem.

- Finalists to benefit of a free registration to midem 2013
- Finalists to receive visibility in all the midem communication tools (newsletters, midem's websites and blog) and press releases.
- Finalists to have the possibility to pitch their campaigns during the marketing competition pitch sessions (Saturday 26 and Sunday 27 January 2013) in front of a panel of judges, all actively involved in furthering the relationships between music and brands, and in front of midem audience.
- Finalists to be invited to the Music & Brands Lunch

MIDEM WILL PROVIDE THE WINNERS WITH THE FOLLOWING:

- The winners will receive honors at the Visionary Monday (on January 28th) in front of a gathered audience of 1000+ thought leaders, with their campaign featured during a special session
- A free registration to midem 2013
- A dedicated page on midem.com, featuring the video of the campaign
- A dedicated blog post on midem blog with the video of the marketing campaign and a link the website of the agency.
- A dedicated news in midem newsletter (20K subscribers)
- A dedicated tweet by @midem (10000 followers)
- A dedicated news on the midem Facebook fan page (15361 fans)

SUBMISSION & SELECTION

WHO CAN APPLY?

The midem marketing campaign competition is open to **all marketing, advertising and digital agencies** from around the world fitting the criteria indicated below.

WHAT IS THE SELECTION PROCESS?

Finalists are selected through a call for entries
This year, the marketing competition offers 2 categories. All applicants fall into one of two categories:

- **Most innovative use of music/partnership with artist in a marketing campaign: *Showcasing the best music marketing campaigns***
- **Best music placement (synchronization) in a ad: *Showcasing the best music in Advertising***

WHAT ARE THE CRITERIA FOR SELECTION?

- Applicants must commit to attend midem 2013 if selected as finalist (free registration provided)
- The campaign or advertising must have been run in 2011or 2012
- The campaign or advertising must include a music factor (as key element to reach & engage with audiences) as well as originality and innovation in the concept (for the first category) and relevance of the music in the advertising (for the second category).
- Applicants must submit a video to be selected.
- The finalists pitching at midem must come from the brands or the agency linked to the campaign/ad

WHAT IS THE PRE-SELECTION PROCESS?

The finalists will be selected through a call for entries opening on September 3, 2012 and closing on November 11, 2012.

Each campaign is evaluated equally on:

1) **Most innovative use of music/partnership with artist in a marketing campaign**

- **Concept**: strength and relevance of concept for objectives and target audience
- **Originality**: innovation in the concept/Innovative use of music
- **Results (ROI)**: achievements compared with objectives

The ad industry's authority on creativity & innovation, Contagious (www.contagiousmagazine.com), will review all submissions and will nominate the finalists to pitch at midem to a jury of industry professionals from music, brands, agencies and media.

2) **Best music placement (synchronization) in advertising**

- **Concept:** strength and relevance of concept for objectives and target audience
- **Music:** Relevance of the music in the advertising
- **Results (ROI):** achievements compared with objectives

The Reel (www.thereel.net/), a showcase of the very best in TV, cinema and viral advertising from around the world will review all submissions and will nominate the finalists to pitch at midem to a jury of industry professionals from music, brands, agencies and media.

HOW DO I SUBMIT MY PROJECT?

You can submit your project by filling out the form available at:

Attachments are not accepted.

IS THERE ANY COST TO APPLY?

There is no cost to apply. Submissions are free, as are pitch sessions for finalists.

IF SELECTED AS A FINALIST, DO I HAVE TO BE A REGISTERED PARTICIPANT TO PITCH?

No. All finalists will benefit of a free registration to midem 2013

HOW MANY COMPANIES WILL BE SELECTED?

Submissions/Entries will be judged by Contagious (for the first category) and the Reel (for the second category) and will be narrowed down to 10 finalists (for each category). Finalists will be announced before midem and the winners would be announced during the midem marketing competition's session at Visionary Monday (January 28th).

Reed MIDEM and its partners reserves the right to adapt this number of finalists depending on the quality of the projects received.

HOW MANY TIMES CAN I APPLY?

You can apply as many campaigns/advertisings as you wish as soon as it fits the selection criteria.

WILL YOU TELL ME IF I'M NOT SELECTED?

The finalists will be announced in December 2012. Those who have not been selected will be notified in writing by midem.

THE MIDEM MARKETING CAMPAIGN COMPETITION AT MIDEM 2013

What are the key dates and deadlines?

- ✓ The call for entries opens online on **3 September 2012**
- ✓ Deadline for entries: **11 November 2012**
- ✓ Announcement of the finalists: **Early December 2012**
- ✓ The midem Marketing Campaign competition session (for the finalists to pitch/present the campaign in front of the jury): **Saturday 26 January 2013 – 14.30 to 16.30 (1st Category) and Sunday 27 January 2013 – 14.30 to 16.30 (2nd category)**
- ✓ Honors at Visionary Monday: **Monday 28 January 2013** (for the winners to be revealed, followed by a pitch to the audience)

Reed MIDEM reserves the right to adjust these dates

Finalists will need to arrive in Cannes at least the day before their pitching session for technical rehearsals.

WHAT THE FINALISTS ARE EXPECTED TO DO?

The finalists will be given 5 minutes to pitch & present their marketing campaign or advertising in front of midem audience and a jury of industry professionals composed of music professionals, executives from renowned brands, marketing & media agencies and media specialists.

- ✓ The finalists will have to pitch with a visible presentation (video, powerpoint, keynote...).This presentation should give a practical and informative overview of the campaign, strength and relevance of concept for objectives and target audience, innovation in the concept, quality of campaign execution and achievements compared with objectives
- ✓ This presentation should be exactly 5 minutes in length and must include a video.
- ✓ The finalists will have to use midem's computer (and not their own laptop).

The finalists will have to provide a video clip (5 minutes max) highlighting/presenting the campaign or advertising. This video can be used by the finalists during their presentation. The winner will have his

video played during Visionary Monday for the gathered audience of 1000+ thought leaders, and will also appear on midem.com after the event.
The video will also be used to promote the finalists on midem platforms.

This short video needs to be submitted to midem prior to the event. Date of submission, technical equipment and video format will be confirmed by midem in a reasonable time.

WHAT WILL THE FORMAT OF THE PITCHING SESSION BE?

The midem marketing competition will take place in 'Brand Central' located in the Riviera Hall of the Palais des Festivals. The finalists will pitch one after the other during 10 minutes on stage (5 minutes pitch + 5 minutes feedback and Q&A). Each finalist will receive substantial and valuable feedback from the jury members' right after its pitch. The overall pitch session will end with a time of networking with the judges and midem audience

WILL THERE BE SOME WINNERS ELECTED?

A dedicated panel of judges consisting of music professionals, executives from renowned brands, marketing & media agencies and media specialists, will elect the winners. The jury's decisions are final and do not require justification.

INTELLECTUAL PROPERTY/ DATA PROTECTION

Please read the attached detailed Terms and Conditions of midem Marketing competition.
All information and materials requested, including any photographs or video material, are necessary to participate in the competition. Reed MIDEM reserves the right to forward these materials to third parties on a strict "need to know" basis, including Reed Elsevier Group companies contracted to administer the competition. These photographs and /or videos may also be used to promote midem Marketing Competition and midem via any media, including the internet, unless companies object to the use of their photographs/videos.

Finalists expressly authorise Reed MIDEM to use project video/image extracts for the midem Marketing Competition presentation and promotional purposes. Finalists authorise Reed MIDEM to use their names and likenesses and, if necessary, the names and likenesses of their representative(s) present during midem Marketing Competition.

Finalists authorise Reed MIDEM to freely use any logos, trademarks, titles, extracts and other intangible rights and promotional items related to the projects submitted to the competition. Finalists authorise Reed MIDEM to broadcast DVD or video clips of less than two minutes in length on regional or national radio programmes, or on www.midem.com.

The personal/professional data collected by Reed MIDEM in connection with midem Marketing Competition will be processed to organise this competition. This data will be handled by Reed MIDEM and its personnel on the need to know basis. In accordance with the French law "Informatique, fichiers et libertés" of January 6, 1978, individuals have the right to access personal information stored in Reed MIDEM's files. To exercise this right, please contact Reed MIDEM at contact.cnil@reedmidem.com.
Through Reed MIDEM, and except where there is an objection by the Applicant/Finalist, the latter may receive commercial offers or proposals from Reed MIDEM and from other companies that are contractually linked to Reed MIDEM.

LIABILITY

Reed MIDEM undertakes to organise midem Marketing Competition and to facilitate the professional gathering and opportunities for the Applicants in each category.

Therefore, Reed MIDEM shall not be held liable regarding the decisions taken by the selection council and judges in any/each category. Reed MIDEM is not liable for the undertakings of the midem Marketing Competition's' audience to the Finalist(s) and/or the Winner(s), nor concerned or bearing any possible liability for the future or possible contractual or not contractual relationship(s) between these professional industry executives and the Finalist(s) and/or the Winner(s). It is specified that there may be Partners collaborating on the competition.

CLAIMS

No claims will be accepted regarding the Finalists' selection system, selection of the Winners, tie-breaking decisions, or any other aspects of the competition.
By registering to compete for midem Marketing Competition, the companies accept these Rules. Reed MIDEM reserves the right to have any disturbances caused by any here-mentioned prohibited use terminated by any means, including the disconnection of the Applicant/Finalist from the competition. This is without prejudice to any legal action that Reed MIDEM may take in order to exercise its rights and of any damages to which Reed MIDEM may be entitled as a result of such non-respect of the present provisions.

MISCELLANEOUS

The Rules are governed by French law. All parties expressly acknowledge and agree that the Paris Commercial Courts which have jurisdiction over Reed MIDEM's registered offices will be solely competent to rule on any dispute arising in connection with the content and/or enforcement of the Rules.

** Reed MIDEM is a company organised in the legal form of a société par actions simplifiée (simplified joint stock company) with a share capital of 310,000 €, having its registered office at 9-13, rue du Colonel Pierre Avia, 75015 Paris, registered with the Paris Commerce and Companies Registry under the number B 662 003 557*