



2024 GEMA AWARDS

VIDEO GAMES
ENTRY *kit*

ELIGIBILITY PERIOD SEP 1, 2023 - AUG 31, 2024



THE GLOBAL ENTERTAINMENT
MARKETING ACADEMY OF
ARTS & SCIENCES



THESE ARE THE OFFICIAL RULES AND CATEGORIES FOR THE GLOBAL ENTERTAINMENT MARKETING ACADEMY AWARDS – VIDEO GAMES

It's time we honor the marketing mastery that propels gaming to the forefront of entertainment innovation. The Global Entertainment Marketing Academy Awards celebrate the strategic ingenuity that levels up the gaming experience by bridging realities and turning every video game into an adventure.



2024 Video Game Awards Year *Calendar*

SEPTEMBER 1, 2023 - AUGUST 31, 2024	ELIGIBILITY PERIOD
JULY 30, 2024	COMPETITION OPEN, CATEGORIES RELEASED
AUGUST 22, 2024, 11:59 P.M. PT	FIRST PRICE DEADLINE
SEPTEMBER 19, 2024, 11:59 P.M. PT	SECOND PRICE DEADLINE
OCTOBER 3, 2024	FINAL DEADLINE
NOVEMBER 2024	NOMINEES ANNOUNCEMENT
WINTER 2024	AWARDS CEREMONY

**Dates are subject to change*



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General Eligibility Guidelines

The 2024 Global Entertainment Marketing Academy Awards – Video Games eligibility period is September 1, 2023 to August 31, 2024.

The 2024 Global Entertainment Marketing Academy Awards – Video Games is open to work that was first made public/launched during the eligibility period.

LAUNCH DATE

The entry form will include a portion dedicated to the entry’s launch date. This launch date specifically refers to when the media – contained within the entry – was first made public (via broadcast, publication, or online post). The launch date assures content cannot be reused for more than one annual season of The Global Entertainment Marketing Academy Awards competitions.

LOCATION OF CONTENT

Entrants can represent the client, vendor, or agent; there is no stipulation in any category regarding the entrant so long as the work has been aired, broadcast, published or released from around the world within the eligibility period.

AUTHORIZED CONTENT

ALL relevant permissions and copyrights are assumed to be cleared by the entrant. Award submissions may only be exhibited, distributed, or otherwise used under the license in connection with the Awards program, including promotion of The Global Entertainment Marketing Academy of Arts & Sciences and/or The Global Entertainment Marketing Academy Awards (including, without limitation, via advertising and social media).

TRANSLATIONS

Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations/subtitles for judging purposes, this includes all videos and printed materials.

TYPE OF CONTENT

All content submitted into the competition must be promotional content designed to market a video game, console or publishing company. For all other types of marketing - including films, sports, and music - refer to other competitions offered.



Category Guidelines

The review process occurs from the time entries are first received until our judging period begins. It is the sole responsibility of the entrant to read each category description and corresponding eligibility criteria and determine qualifying categories for their submissions. The Global Entertainment Marketing Academy Awards does not and will not move any entry that may be miscategorized without a written request and consent from the entering company. Once judging has begun, entries cannot be moved between categories, and media cannot be changed. Please be sure to closely review category descriptions before submitting.

REVIEW PROCESS

During the review process, we verify that all of the necessary information and assets are included and if a video is submitted, we ensure the file is working properly and adheres to our media specifications. Additionally our team will review the submissions to ensure they adhere to the category-specific requirements.

In the event that submitted content is deemed inaccurate, outreach will be initiated to rectify the issue. Upon establishing contact, entrants bear the responsibility of exercising their discretion in deciding whether to adhere to the feedback provided by The Global Entertainment Marketing Academy of Arts & Sciences team. If entrants encounter difficulties in editing the identified inaccuracies, they have the option to reach out to the Awards department for assistance.

TYPES OF CATEGORIES

The category fields included in this competition are as follows:

- | | |
|-----------------------|------------------|
| Branded Partnerships | Key Art |
| Digital/Social | Public Relations |
| Experiential Events | Video Craft |
| Integrated Campaign | Video Trailers |

MULTIPLE CATEGORIES & COPIED ENTRIES

Entries can be submitted into multiple categories as long as they abide by each category's set requirements. The entrant maintains responsibility when using the entry system's "copy" function to duplicate entries within numerous categories.



Entry Guidelines

WE RESERVE THESE RIGHTS REGARDING ENTRIES:

- To disqualify participants in current or future Global Entertainment Marketing Academy Awards competitions if previous invoices are not paid in full.
- To disqualify the affected entry without liability if entry information is incorrect or incomplete, at any stage of a competition.
- To disqualify any entry, and to revoke any nomination and/or Global Entertainment Marketing Academy Awards bestowed, if the organizers discover that the corresponding entry was submitted in violation of The Global Entertainment Marketing Academy of Arts & Sciences rules and guidelines (e.g. launch date outside of eligibility period).
- To withdraw any category if the organizers determine that there is an insufficient number of entries in that category to make it competitive.

IMPORTANT THINGS YOU SHOULD KNOW:

- Entrant should review the category list prior to finalizing submissions in the online process. Each category will have its own set of requirements that must be met for qualification. Non-adherence to these requirements can result in entry disqualification.
- Participation in the competition does not guarantee a nomination or award.
- All entry details are the sole responsibility of the entrant. Unique entry information is only altered at the expressed consent of the entry account holder.
- Entrant profile information should be updated to reflect accurate details.
- Entries without an invoice generated for them will not proceed to the judging portion of the competition.
- Entry submissions cannot be replaced, for any reason, once judging has begun.



Entry Guidelines CONTINUED

AWARDS DASHBOARD, WHO MAY ENTER AND WHEN:

Entries are submitted for consideration through The Global Entertainment Marketing Academy Awards Dashboard. Online User IDs and passwords are self-created and will allow access to the Awards Dashboard.

Entrants may represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant so long as the work has been aired, broadcast, published or released within the eligibility period.

HOW TO SUBMIT/ENTRY INFORMATION

COMPETITION: Select the competition you would like to enter from the drop-down menu in The Global Entertainment Marketing Academy Awards Dashboard.

CATEGORY: Select the category you would like to enter from the drop-down.

ENTRY TITLE: The entry title is a short name for your entry. Keep it concise, memorable, and descriptive. We suggest you not include the company/client/agency name or medium type as these will be on your entry in other areas and don't need to be duplicated. (Please note that your Entry Title will be on the plaques of the statue should the entry be awarded.)

Correct: Sounds Good Identity

Incorrect: Sounds_Good_Identity

CREDITED COMPANY: The company submitting the entry. Please note the Credited Company will be on the plaques of the statue, should the entry be awarded.

MARKETING OBJECTIVE: In 500 characters or less indicate the purpose of the project, the creative brief, and its intended audience and result. A Marketing Objective is not a description of the piece. It is your opportunity to give the judges an indication of the marketing challenge that this particular piece presented (goal, budget, time constraints, etc.), what was the objective, was it successful, etc.

FIRST LAUNCH DATE: Here you will select the month and year the work was first made public/launched. This date will determine an entry's eligibility.



Entry Guidelines CONTINUED

SUBMISSION: Upload the required media for your entry (videos can be uploaded as .mov or .mp4; still images can be uploaded as .pdf).

AWARD THUMBNAIL: This image will be used for the awards book in the event the entry wins in the category. The format should be 16:9 (1920 x 1080) .jpg file.

INDIVIDUAL CREDITS: Individuals that worked on the piece. (These credits will be published on The Global Entertainment Marketing Academy of Arts & Sciences website, should the entry be awarded. Furthermore, any credited member of your winning team is eligible to order a duplicate award). The maximum number of individual credits per entry is 40.

Important: Verify the accuracy of your entries before submitting payment. Once payment has been processed you will not be able to modify any information except credits and launch date. Both videos and image files may be replaced until the final entry registration date.

ENTRY FEES

The per-entry fee structure encourages entrants to consider the value of each entry and make mindful decisions to put forward work that they truly believe is award worthy.

Per-Entry Fee Schedule

STATUS	1ST DEADLINE JUL 30 - AUG 22	2ND DEADLINE AUG 23 - SEP 19	FINAL DEADLINE SEP 20 - OCT 3
ACADEMY MEMBER	SINGLE ENTRY: \$350 CAMPAIGN ENTRY: \$550	SINGLE ENTRY: \$450 CAMPAIGN ENTRY: \$650	SINGLE ENTRY: \$550 CAMPAIGN ENTRY: \$750
NON-MEMBER	SINGLE ENTRY: \$450 CAMPAIGN ENTRY: \$650	SINGLE ENTRY: \$550 CAMPAIGN ENTRY: \$750	SINGLE ENTRY: \$650 CAMPAIGN ENTRY: \$850



Entry Guidelines CONTINUED

DUPLICATE ENTRIES

If duplicate entries from different companies are submitted in the same category, only the entry from the in-house company will be considered valid. The duplicate entry will not be counted, and no credit and no refund will be issued. It is the responsibility of both parties to coordinate and decide which unique properties each will enter.

NON-COMPETITIVE CATEGORIES

The Global Entertainment Marketing Academy of Arts & Sciences reserves the right to withdraw any category if determined that there is an insufficient number of entries in that category to make it competitive. In the event of withdrawal from a non-competitive category for which payment has been made in full, participants will receive a credit applicable to the following year's competition. Please note that no refunds will be provided.

WITHDRAWN ENTRIES

Withdrawn entries refer to submissions that have been voluntarily removed from the competition upon the request of the entering company. In the event that the fee for the withdrawn entry has been paid in full, a credit will be issued for use in a future competition. It's important to note that no refunds will be granted. Additionally, once the judging process has commenced, no refunds or credits will be provided for entries that are withdrawn.



Judging Guidelines, Criteria & Process

PRESERVING THE INTEGRITY OF THE AWARDS PROCESS

It is the goal of The Global Entertainment Marketing Academy of Arts & Sciences to ensure the Awards process is led in a fair and ethical manner and that judges vote solely on the marketing and creativity of the eligible media. In an effort to maintain a high degree of integrity and transparency, it is crucial that the following guidelines be understood and followed by all judges.

VOTER CODE OF CONDUCT

Judges must refrain from permitting external influences to guide their decisions, ensuring that their choices are solely determined by their independent analysis of merit. This includes, but is not limited to, avoiding the influence of personal friendships, company loyalties, regional preferences, or considerations related to popularity. Under no circumstances should images containing sensitive judging information such as entrant information and scores be posted on any social media channels. This is strictly prohibited.

FIRST ROUND JUDGES

The judging panel consists of eligible Voting Members and a diverse line up of marketing and creative professionals in the video game marketing industry.

SECOND ROUND JURORS

The Global Entertainment Marketing Academy of Arts & Sciences appoints eligible Voting Members and the top marketers and creatives in the video game marketing industry to serve on the esteemed jury panel.

ABSTAINING

Judges are asked to abstain from scoring any entry they cannot score objectively. Instances for which abstaining is viable are if the judge works for the submitting company or have been part of a team that helped create the submission(s).

DISQUALIFICATION

Judges are asked to utilize the disqualify option available on the online platform if, after reviewing all pertinent content, they determine that the entry fails to meet the category's requirements. Entries flagged for disqualification during the judging process will undergo a review to verify the legitimacy of the disqualification. It's important to note that disqualified entries will not be eligible for refunds under any circumstances.



Judging Guidelines, Criteria & Process CONTINUED

JUDGING CRITERIA

- Entries will be evaluated based on originality and effectiveness.
- How does the entry convey creativity in regard to the originality of concept?
- Beyond creativity and production value, how effective is the message being conveyed and how successfully are its objectives being met within the entry?
- Judges may also consider factors such as innovation, target audience engagement, and alignment with the marketing objective.

FIRST ROUND JUDGING

This round of judging will take place entirely online using our proprietary system. The judging panel will review and score each entry independently. Assigned entries are randomized per judging group.

All entries within a category will be assigned to one judging group. Judges will score each entry with a point assignment based on a scale. All judging scores will be kept confidential.

Nominees will be determined based on the highest combined average of all scores.

SECOND ROUND JURY

After the nominees have been decided by the first-round judges, the second round of Jury judging will be held to determine the winners.

Juries will be conducted in-person, at a venue decided by the Global Entertainment Marketing Academy of Arts & Sciences, or via an online virtual meeting.

The Jury process is known for its diplomatic approach to recognizing marketing and creative excellence. Jurors will review and deliberate over the nominees and then score each entry with a point assignment based on a scale. All jurors have an equal say in decisions, and the majority vote rules.

RESCINDMENT OF TROPHY

In any situation where The Global Entertainment Marketing Academy Award is rescinded after the awards show, the next highest placed entry in that category will ascend.



Winners

TYPES OF WINNERS

The Global Entertainment Marketing Academy Awards – Video Games honors Gold and Silver winners.

IMPORTANT: There will be two separate opportunities to update your credits. 1) During your initial submission process.
2) After nominees are announced.



Complimentary Statues & Duplicate Statues

Following the awards show, one complimentary statue will be sent to Gold and Silver winners. These statues will be sent to the address associated with the entrant profile, unless stated otherwise. Bronze winners will not receive a complimentary statue.

All shipping information, including telephone number, should be checked and edited for accuracy before the finalization of your submissions. If the statue is delivered to an incorrect address, the entrant will be charged for any fees associated with resolving the issue.

Complimentary statue plaques cannot be personalized. Each complimentary statue will reflect the entry information inputted in our system.

Tracking details will be emailed to the entrant responsible for submitting the winning work.

ACCEPTING THE AWARD

Award recipients acknowledge and agree that the possession of The Global Entertainment Marketing Academy Awards statue is granted under the explicit condition that the recipient shall utilize the statue solely for their personal, non-commercial purposes. It is expressly prohibited for the recipient or any third party to engage in activities such as sale, auction, public exhibition, reproduction, or any other form of public or commercial exploitation of the statue without obtaining the express prior written consent of The Global Entertainment Marketing Academy of Arts & Sciences.

DUPLICATE STATUES

Following the awards show, duplicate statue orders can be placed for any winning entry.

Individuals eligible to order customized duplicate statues are limited to those explicitly listed in the general credits section of a winning entry. If an individual is not credited, the entrant, who is responsible for submitting the entry, must reach out to The Global Entertainment Marketing Academy of Arts & Sciences for verification of accreditation.

When ordering duplicate statues, you have the option to customize your plaque by adding the following details:

- Custom Personal Recognition
- Custom Organization Recognition

Orders will not be processed until payment is received in its entirety.



Entry Credits

INDIVIDUAL CREDITS:

This portion of the entry form is dedicated to individual accreditation in regards to the project and will be published on The Global Entertainment Marketing Academy of Arts & Sciences website should the entry be awarded.

This section will allow listed individuals to purchase customized duplicate statues.

This section is required for categories that demand majority in-house recognition (please refer to category requirements for mandatory instances).



Media Requirements

VIDEO UPLOAD

Required specs for video upload:

VIDEO SETTINGS:

- Maximum file size: 500MB per file
- Aspect ratio: 16:9
- Frame size: 1920 x 1080
- Pixel Aspect: 1.0 - Square pixels
- Video Codec: H.264
- Extension: .mov or .mp4
- De-Interlacing: Always de-interlace any interlaced footage
- Frame Rate: 25 fps / 29.97 / 30fps
- Bit Rate Type: Constant
- Bit Rate Mbps: 8 Mbps

AUDIO SETTINGS:

- Audio Code: AAC
- Channels: Stereo
- Sample Rate: 48khz
- Quality: High
- Bit Rate: 128 Kbps

NOTE: When naming a file, please do not use spaces or special characters. We suggest using an underscore to represent a space.

Example: video_from_the_beach.mov

IMAGE UPLOAD

Required specs for image upload:

- Maximum file size: 100MB per file
- File type: .pdf

AWARD THUMBNAIL UPLOAD

Required specs for award thumbnail upload:

- Maximum file size: 50MB per file
- File type: .jpg
- Aspect ratio: 16:9
- Resolution: 1920 x 1080 pixels

CATEGORIES



Video Trailers

INCLUDES VIDEO TRAILERS THAT PROMOTE A VIDEO GAME, CONSOLE OR PUBLISHING COMPANY. TYPICALLY TRAILERS RUN UNDER FIVE MINUTES.

<i>Description</i>	<i>Media Requirements</i>
TR 01 BEST TRAILER This category honors the best video trailer to effectively promote any video game, console or publishing company.	1 VIDEO ONLY
TR 02 GAMEPLAY TRAILER A single video trailer using primarily gameplay footage to effectively promote any video game.	1 VIDEO ONLY
TR 03 LIVE-ACTION TRAILER A single video trailer using primarily live-action footage to effectively promote any video game.	1 VIDEO ONLY



Video Craft

INCLUDES TECHNIQUE AND CRAFT OR SKILLS USED IN THE EXECUTION OF VIDEO PROMOTION. INCLUDES TRAILERS, SPOTS AND TEASERS.

<i>Description</i>	<i>Media Requirements</i>
VC 01 USE OF MUSIC A single promotional video that demonstrates creative and effective use of music.	1 VIDEO ONLY
VC 02 SOUND/AUDIO DESIGN A single promotional video that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc.	1 VIDEO ONLY
VC 03 COPYWRITING A single promotional video that demonstrates creative and effective use of copywriting.	1 VIDEO ONLY
VC 04 EDITING A single promotional video that demonstrates creative and effective use of video editing.	1 VIDEO ONLY
VC 05 ART DIRECTION A single promotional video that demonstrates creative and effective use of art direction encompassing the visual styles of CGI, animation, motion media, VFX, etc.	1 VIDEO ONLY
VC 06 DIRECTING A single promotional video that demonstrates exceptional direction and creative storytelling.	1 VIDEO ONLY
VC 07 VOICE OVER A single promotional video that demonstrates the best performance by a voice-over artist.	1 VIDEO ONLY
VC 08 CINEMATOGRAPHY A single promotional video that demonstrates creative and effective use of camera work and lighting to create a compelling story.	1 VIDEO ONLY



Digital/Social

INCLUDES DIGITAL MEDIA AND SOCIAL MEDIA MARKETING.

<i>Description</i>	<i>Media Requirements</i>
<p>DS 01 WEBSITE OR MICROSITE A website or microsite created to support and promote a video game, console or publishing company. Submit live URL with any username and password needed or submit screen-recorded walkthrough of the website/microsite.</p>	<p>1 URL/1 VIDEO</p>
<p>DS 02 ONLINE ADVERTISING Online marketing and advertising including banner ads, page take-overs, pop-ups, etc to promote a video game, console or publishing company. Submit screen-recorded walkthrough to show in context of where it was advertised.</p>	<p>1 VIDEO ONLY</p>
<p>DS 03 LONG FORM SOCIAL MEDIA VIDEO A single long form social video (over 30 seconds) created specifically for social media platforms to promote a video game, console or publishing company.</p>	<p>1 VIDEO ONLY</p>
<p>DS 04 SHORT FORM SOCIAL MEDIA VIDEO A single short form social video (30 seconds or under) created specifically for social media platforms to promote a video game, console or publishing company.</p>	<p>1 VIDEO ONLY</p>
<p>DS 05 SOCIAL MEDIA CAMPAIGN An innovative and effective use of social media that supports the promotion and marketing of video game, console or publishing company. Submit a case study highlighting the campaign.</p>	<p>1 VIDEO ONLY</p>
<p>DS 06 USE OF INFLUENCER/CONTENT CREATOR Integration of a gaming influencer or content creator as part of a social media campaign that supports the promotion and marketing of a video game, console or publishing company. May submit a case study in lieu of separate campaign assets.</p>	<p>1 VIDEO ONLY</p>



Key Art

INCLUDES PROMOTIONAL ARTWORK DESIGNED FOR A VIDEO GAME, CONSOLE OR PUBLISHING COMPANY. INCLUDING POSTERS, COVER ART, AND GRAPHICS.

Description

Media Requirements

KA 01 KEY ART

A single print or digital execution of key art for a video game, console or publishing company.

1 ITEM ONLY. SUBMIT AS A .PDF OR VIDEO

KA 02 OUT-OF-HOME

Out-of-home ads strategically placed and created to effectively promote a video game, console or publishing company. May include billboards, transit, shelter, takeovers, etc. Static and digital ads accepted. Submit as a .PDF photo or video, showing relationship to environment.

1 ITEM ONLY. SUBMIT AS A .PDF OR VIDEO



Integrated Campaign

INCLUDES INTEGRATED MARKETING CAMPAIGNS ENCOMPASSING A RANGE OF MEDIA TYPES, COHESIVELY DESIGNED TO PROVIDE A COMPREHENSIVE AND ENGAGING PROMOTION OF A VIDEO GAME, CONSOLE OR PUBLISHING COMPANY.

Description

IN 01 INTEGRATED CAMPAIGN

An integrated campaign that promotes a video game, console or publishing company across multiple platforms to ensure maximum reach and engagement. Campaign must utilize at least three medium types. Materials may include but not limited to video promotions, social media, key art, premiums, websites, out-of-home, activations, etc. Submitting a case study highlighting the campaign in lieu of separate assets is highly encouraged.

Media Requirements

MINIMUM 1, MAXIMUM 6 ITEMS. CAMPAIGN MUST UTILIZE ATLEAST THREE MEDIUM TYPES.



Experiential | Events

INCLUDES IN-PERSON/VIRTUAL EVENTS AND ACTIVATIONS THAT TARGET AUDIENCES THROUGH AN EXPERIENCE.

<i>Description</i>	<i>Media Requirements</i>
EX 01 EVENT/ACTIVATION A creatively executed physical or virtual event/activation designed to engage fans and/or sparks interest for a video game, console or publishing company. Submit a video that conveys experience.	1 VIDEO ONLY
EX 02 TRADE/CONSUMER EVENT A trade or consumer event that promotes a video game, console or publishing company to a targeted audience. Inclusive of national or international events. Submit a video that conveys experience.	1 VIDEO ONLY
EX 03 ESPORTS EVENT/TOURNAMENT An Esports event that delivered a top tier experience for participants and the broadcast audience. Submit a video that conveys experience.	1 VIDEO ONLY



Branded Partnerships

INCLUDES CREATIVE CONTENT IN PARTNERSHIP BETWEEN TWO BRANDS.

Description

Media Requirements

BP 01 CONSUMER PARTNERSHIP

A promotional partnership between a consumer brand and a video game, console or publishing company. May include short-form content, video promotions, etc.

1 VIDEO ONLY

BP 02 INFLUENCER/CONTENT CREATOR PARTNERSHIP

An integrated promotional partnership between a gaming influencer/content creator and a video game, console or publishing company. May include short-form content, video promotions, etc.

1 VIDEO ONLY

BP 03 IN-GAME INTEGRATION

An integrated fusion of in-game content with external collaborations. Submit a case study of how a partnership or activation was seamlessly incorporated into the game, resonating with and adding value for both players and fans.

1 VIDEO ONLY



Public Relations

INCLUDES MARKETING INITIATIVES AND BRAND COMMUNICATIONS THAT SHAPE THE PERCEPTION AND AWARENESS AND/OR GARNER MEDIA COVERAGE FOR A VIDEO GAME, CONSOLE OR PUBLISHING COMPANY.

Description

Media Requirements

PU 01 PUBLICITY CAMPAIGN

A publicity campaign that promotes and garners media coverage of a brand, video game or console across multiple platforms to ensure maximum reach and engagement. Materials may include but not limited to video promotions, social media, key art, premiums, out-of-home, activations, etc. Submit a case study highlighting the campaign.

1 VIDEO ONLY

PU 02 SOCIAL GOOD INITIATIVE

A social good initiative whose objectives may include increasing awareness for a cause, inspiring action, crowd funding for a social good project and promoting philanthropic work. Submit a case study highlighting the initiative.

1 VIDEO ONLY



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GEMA AWARDS

QUESTIONS? CONTACT AWARDS@GEMA.ORG