

## COMPETITION DETAILS

### Eligibility

This competition is open to everyone. Those below 18 years old will require parental/guardian signed consent form. Please send us the consent form at [gmc@ggtc.world](mailto:gmc@ggtc.world).

### Application details

To submit entries, each participant must complete the registration form.

### Key dates (subject for extension)

March 30, 2022 – Submission of entries

May 11, 2022 – Deadline for submission(s)

June 2022 – Announcement of competition winners

### Categories

Social Media Graphics	Short Videos
<b>Size:</b> 8.5x11 inches <b>Resolution:</b> 300dpi <b>Format:</b> JPG, PNG, PDF	<b>Length:</b> No longer than one minute <b>Format:</b> MP4 <b>Subtitle:</b> English <b>Note:</b> YouTube link is needed when submitting entry

### Rules

- All entries must strictly adhere to the competition rules. GGTC will provide a “List of Disasters and Disguises” about the tobacco industry. Participants shall select one or multiple facts to guide them in creating content and graphics or use other relevant information from credible sources, including the STOP website, and provide the relevant link or reference exposing tobacco industry’s devastating impact to the environment and how it disguises its harms.
- Each participant may submit multiple entries, provided they comply with the competition’s theme, rules and file requirements. For submitting video entries, participants must provide the video’s YouTube link that is set for public view.
- Entries from all parts of the world that are written in English are most welcome. Entries written in the national language will also be accepted, provided that the participant will supply the correct English translation.
- Participants are encouraged to mention the institution (e.g., university, community groups, etc.) they are affiliated to.
- Participants should ensure that the material is free from errors (e.g., spelling, grammar, etc.).
- All participants must post their social media graphic entries and the YouTube link of the video entry on their Facebook, Twitter and Instagram pages. Please tag @TheGGTC and @ExposeTobacco and use the following hashtags: #GMC2022 and #BurnedByTobacco when posting.
- Each entry must be the participant’s original work and must not infringe on the intellectual

property or other rights of any other third party, regardless of the participant's country of residence.

- By submitting an entry, each participant agrees to grant Southeast Asia Tobacco Control Alliance (SEATCA) and its assignees the right, without obligation, to use the visual/graphic materials for any purpose as per SEATCA's discretion.
- GGTC reserves the right to disqualify entries that do not comply with the competition rules or that are not in compliance with the Conflict-of-Interest clauses provided in the registration form.

### Selection Criteria

Relevance to the Theme	Quality of the Content	Design and Creativity	Overall Impact	Online Voting Results
The use of combined visuals and texts to convey the theme.	The use of valid and accurate information presented in a visually pleasing and understandable manner.	The aesthetic use of design elements to convey the message.	The emotional impact evoked by the graphic material as influenced by its composition and presentation.	The total number of votes gathered on the website + the number of likes/reactions gathered by the material on Facebook.

### Prizes

Social Media Graphics	Short Videos
<b>1st place winner: \$2,000</b>	<b>1st place winner: \$4,000</b>
2nd place winner: \$1,000	2nd place winner: \$2,000
3rd place winner: \$500	3rd place winner: \$1,000
Online choice winner: \$500	Online choice winner: \$500

### Creators of winning entries will:

- Be featured in GGTC's Multimedia Hub which is accessible to over 180 governments worldwide;
- Be featured along with entries in the GMC Winner's video, which will be disseminated on GGTC's website as well as on some of its partners' websites;
- Have an opportunity to be commissioned by GGTC and its partners to create visual images for reports, website content, and other promotional materials;
- The winning entry will support a good cause. It may be used in advocacy or promotional materials by GGTC, STOP, and its advocacy partners or it may be exhibited in virtual exhibits.

## FREQUENTLY ASKED QUESTIONS

**1. Is there an entry fee?**

- No. The Global Media Competition is free to enter.

**2. Can I submit more than one entry in the same category?**

- Yes, you can submit as many entries as you want – provided that they comply with the rules and theme of the competition.

**3. Can I apply for multiple categories?**

- Yes.

**4. I want to make a small correction on my submission. Can I re-submit my entry?**

- Yes. Please clearly specify on the file name/title that it is the latest version.

**5. How can I access previous winning entries?**

- Please check out the previous entries in GGTC's Multimedia Hub together with other related graphic materials. You can also read STOP's [blog](#) about last year's winners.

**6. Can I join the competition even though I have no media/design professional experience?**

- Yes, you can join the competition without any professional background or experience. Entries will be judged based on the selection criteria mentioned on the website.

**7. My children are below 18 – could they participate?**

- Yes. But we would require you to sign a parental or guardian consent and send it with the participant's details to [gmc@ggtc.world](mailto:gmc@ggtc.world).

**8. I'm a student – can I join the competition?**

- Yes. Participant information is hidden from the jury as the entries will be judged based on the competition's selection criteria. It is important that you include your school/institution when submitting the entry(s). If you are under 18 years old, we would require you to send a parental or guardian consent. Please send the form to [gmc@ggtc.world](mailto:gmc@ggtc.world).

**9. Can we participate as a group?**

- Yes, but the main author/designer should be the one who will submit the entry. The other contributors would also be requested to sign a Declaration of Interest. Please let us know at [gmc@ggtc.world](mailto:gmc@ggtc.world) so we can provide the forms.

**10. Can I promote/exhibit my work during the competition period?**

- Yes. Once submitted, we encourage you to post your social media graphic entry(s) and the YouTube link(s) of the video entry(s) on your Facebook, Twitter and Instagram pages. Please tag [@TheGGTC](#) and [@ExposeTobacco](#) and use the following hashtags: [#GMC2022](#) and [#BurnedByTobacco](#) when posting.

**11. Does the online voting count the likes when we upload the entries on our Facebook page?**

- No. It only counts when it is uploaded on the GGTC Facebook page as a finalist. You could post a link of your entry from GGTC's Facebook page or website to tell your friends where to vote.