

REGULATIONS OF THE TAF!25 COMPETITION

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1. GENERAL PROVISIONS

TAF! (Tashkent Advertising Festival!) is an annual international advertising festival in Tashkent, as well as the largest event in the field of marketing and advertising in Uzbekistan, celebrating marketing and creative projects that have demonstrated an impact on business results and brand culture.

The mission of TAF! is to create a professional platform for exchanging opinions, discussing current issues, showcasing successful marketing and creative projects, facilitating brand development, and uniting and educating professionals in marketing and advertising. The festival aims to identify and reward the best marketing projects through expert comparison and evaluation of ideas, their effectiveness, and the communication of brands with consumers.

The festival consists of the TAF!25 competition, an international advertising conference, and the “Advertising of the Year” exhibition.

The event’s educational program features a large-scale conference with prominent speakers and networking opportunities for company executives, managers, and employees of advertising and marketing agencies, as well as directors and specialists in marketing, advertising, and public relations.

TAF!25 Competition is the selection of the best marketing and creative projects implemented in 2024–2025. The competition is international, and all information about the contest is published on the official website. Participation is paid. The terms and conditions for participation are specified in these Regulations.

International Advertising Conference — an educational program featuring presentations by international and local experts in marketing and advertising, covering current cases and industry trends, and providing networking opportunities for employees of advertising and marketing agencies, directors, and specialists in marketing, advertising, and PR, as well as major manufacturers.

“Advertising of the Year” Exhibition — a platform for showcasing achievements and offers from companies that are actively promoting, creating, and placing advertising. It is a unique opportunity to present products and talk about services. The goal of the exhibition is to consolidate active participants in the advertising market and attract the attention of end consumers to advertising products by showcasing the year’s best achievements.

The official website of TAF!25 is hosted on the marketing.uz platform, where all information about the festival is published, including official information about contest participants, the jury, the conference program, participants of the “Advertising of the Year” exhibition, voting results, and the list of winners. The official website of TAF!25 is the source of information about the festival. Up-to-date information about the festival is also published on the organizer’s resources indicated in Appendix No. 1 of these Regulations.

2. FESTIVAL ORGANIZERS

The organizers of the TAF!25 festival are the Committee for the Development of Competition and Protection of Consumer Rights of the Republic of Uzbekistan and the Marketing Association of Uzbekistan.

3. COMPETITION STAGES

Submission of applications: from June 12, 2025, to September 2, 2025 (inclusive).

Jury voting (shortlist): from September 8, 2025, to September 15, 2025 (inclusive).

Selection of winners by the international jury: from September 17, 2025, to September 25, 2025.

Announcement of contest winners to be performed at the Awards Ceremony on October 11, 2025.

4. COMPETITION PARTICIPANTS

1. Competition participants include brand advertisers and agency companies, as well as individual entrepreneurs who are producers and distributors of advertising.
2. When a case is submitted by a brand, the brand has the right, at its discretion, to specify all producers and distributors of advertising involved in the case. In the event of a win, the award at the Ceremony goes to the brand that submitted and paid for the case, while all participating agencies and brands may receive a duplicate award, which can be produced for an additional fee. All participating agencies and brands are listed on the diploma, and their representatives are also entitled to come on stage to receive the award.
3. When a case is submitted by an agency, it is required to obtain prior approval from the brand for which the case was produced. Both the agency and the client brand are listed on the diploma. In the event of a win, the diploma is awarded to the agency that submitted and paid for the case, with mandatory mention of the client brand. If the brand paid for the case submission, then the diploma at the Ceremony is awarded to the brand that made the payment. The agency may receive a duplicate award for an additional fee. In this case, both agency and brand representatives are entitled to come on stage at the Ceremony.

5. CONDITIONS FOR PARTICIPATION IN THE COMPETITION

1. Both brands and agencies can submit cases to the contest. A case is a description of a problem, the process of solving it, and the final result.
2. To participate, you must register on the website www.marketing.uz, fill in all required fields (participant contact details, nomination title, brand name, case name (brief), problem, solution, result), and upload the case (YouTube video link). After uploading, you must click the "Submit" button. The contest organizer will review the submitted case for compliance within 3 business days (technical moderation) and send the participant a contract for payment. After payment, the case will be displayed on www.marketing.uz.
3. Participation in the contest is paid. The fee per case is:
 1. Early registration (June 12 – July 2, 2025): \$90 (at the Central Bank of Uzbekistan rate on payment day)
 2. Regular registration (July 3 – August 4, 2025): \$120
 3. Late registration (August 5 – August 24, 2025): \$150
 4. Last call (August 25 – September 2, 2025): \$180
4. Partners of the Marketing Association of Uzbekistan receive a discount depending on partnership status.
5. Members of RAMU, AKAR, ARIR receive a 20% discount for all registration periods.
6. Payment is made by bank transfer between legal entities or via Uzbekistan payment systems (UZUM, Payme, Click).

7. The same case can be submitted to one or several nominations. If a case is submitted to multiple nominations, each counts as a separate entry and must be paid for each nomination.
 8. A case is considered accepted only if it is submitted on time, matches the contest nomination, and payment is completed.
 9. Cases without registration and payment are not accepted.
 10. Payment does not guarantee winning.
 11. Cases copied from other brands are not accepted. If a fake case is found, organizers or the jury may disqualify it without a refund.
 12. If a participant withdraws after submission and payment, the fee is non-refundable.
 13. The jury may move a case to another nomination at any stage, notifying the participant.
 14. Participation means the entrant is familiar with and agrees to these Regulations. The participation contract is a written confirmation of agreement.
 15. The participant guarantees copyright compliance (legal use of music, photos, texts, etc.) and resolves any disputes independently. The organizer is not responsible for authorship or plagiarism.
- In case of disputes, the international jury decides the status of a contest case.

6. COMPETITION JURY

1. Two jury panels are formed:
The shortlist jury consists of leading local marketing and advertising specialists with relevant experience and achievements.

The international jury includes highly qualified local and foreign marketing and creative industry representatives with jury experience and industry awards.
2. Four expert teams are formed from the jury, each led by a Chair who moderates meetings.
3. The shortlist is published on marketing.uz after jury voting, but no later than 3 days before the festival.
4. The jury composition is published on marketing.uz.

5. Jury committee formation procedures

Jury formation takes place from May 21 to June 30, 2025. Organizers and curators determine the number of jury members based on expected entries and analyze candidate questionnaires.

The jury is formed from experts who complete a candidate form, invited personally by organizers/curators, recommended by past TAF! jury members, or by personal request.

At the long-list and winner selection stages, both panels are divided into 4 blocks according to competencies, implemented projects, and nomination preferences. Organizers determine the size of each block based on the number of entries.

6. Rights and obligations of jury members

Shortlist jury members must:

- review the long-list and select works for the shortlist;
- independently evaluate works based on their personal professional experience, the provisions and requirements of these Regulations, and professional standards in their field. Third-party interference in jury activities is not allowed;

International jury members must:

- review the long-list and select works for the shortlist;
- participate in online discussions to select the winners;
- independently evaluate works based on their personal professional experience, the provisions and requirements of these Regulations, and professional standards in their field. Third-party interference in jury activities is not allowed;
- during the winner selection discussion, comment on each project, outlining its strengths, weaknesses, advantages, and shortcomings;
- attend the online voting with their camera on.

Jury members are not allowed to:

- evaluate projects in which they (or the company they represent) are directly or indirectly involved;
- unilaterally transfer a work from one category to another, even if they believe a different category better fits the submitted work;
- disclose any information about the shortlisted participants or winners.

7. All jury rights and obligations are defined in the Jury Regulations.

8. Each jury member signs a non-disclosure agreement.

7. ORGANIZATIONAL COMMITTEE

1. The TAF!25 Organizational Committee (hereinafter referred to as the "Organizational Committee") operates per the provisions of these Regulations.

2. Representatives of the Organizational Committee oversee compliance with the Regulations by contest participants, jury chairs, and jury members.

3. In the event of disputes not addressed by the Regulations, the Organizational Committee must make an independent decision based on the provisions of these Regulations.

4. Obligations of the Organizational Committee:

- formation of two jury panels for the contest
- acceptance of contest applications and consultation on organizational participation issues
- timely distribution of all materials to participants and jury members
- advance invitation of jury members for voting at the shortlist and winner selection stages
- ensuring conditions for timely voting by jury members following the Regulations
- providing high-quality technical support for both voting stages, allowing jury members to fully review each project
- documenting the voting process and its results
- addressing other matters necessary for organizing and conducting the contest

5. All Organizational Committee staff sign a confidentiality agreement.

8. VOTING PROCEDURES

1. The official documents of the jury session are:

Jury Regulations

Voting Protocol

Video recording of the voting process

2. The determination of contest winners takes place in two stages. Both voting stages are conducted online.

3. First Stage: Formation of the Shortlist

- Both jury panels participate in forming the shortlist. Voting is conducted online during the period specified in the Regulations, and each jury member makes an individual decision on each entry.
- Jury members vote in their accounts, deciding whether the entry should proceed to the second stage by clicking one of three buttons: "Shortlist," / "Not Shortlist," / "Affiliated."
- If a jury member is affiliated with the project being evaluated, they select "Affiliated."
- If a jury member believes the project was submitted in the wrong nomination, they leave an appropriate comment.
- Jury members review all entries without the participation of applicants.
- Each entry must be evaluated by at least 7 jury members.
- Based on the final assessment, entries are distributed into groups: "Shortlist" and "Not Shortlist."

Second Stage: Selection of Winners

- Only the international jury participates in determining the winners.
- Voting is conducted online in a discussion format during the period specified in the Regulations, and each jury member makes an individual decision on each entry.
- During voting, each jury member assigns points to a project for each evaluation criterion, awarding the project in one of three categories: Gold – 9 points, Silver – 5 points, Bronze – 5 points.

9. MODULES AND NOMINATIONS OF THE COMPETITION

BJOK 1. MODULE 1. Marketing & Creative Effectiveness

1. Brand Launch / Re-launch Campaign
2. Long-Term Campaign Effectiveness
3. Short-Term Campaign Effectiveness
4. Budget Breakthrough Campaign Effectiveness
5. Cultural Codes & Insights
6. B2B Activation Effectiveness
7. B2C Activation Effectiveness
8. Event Marketing Campaign Effectiveness
9. PR Campaign Effectiveness
10. Influencer Campaign Effectiveness

BJOK 2. MODULE 2.

Creativity & Craft (Omnichannel & Integrated)

1. Best Integrated Creative Campaign
2. Low Budget Creative Campaign
3. Best Creative Strategy

3. Best Creative Strategy

BJOK 3. MODULE 3. Creativity & Craft (One-Channel)

1. Best Film Idea & Script
2. Film Craft Excellence
3. Print & OOH Excellence
4. Non-standard OOH & Ambient

5. Creative Use of Audio Media

БЛОК 4. MODULE 4. Branding & Design

1. Best New Brand Identity Design
2. Best Brand Identity Refresh / Re-design
3. Best Packaging Design
4. Excellence in Visual Communications
5. Best Digital & Interactive Design

БЛОК 5. MODULE 5. Social & ESG Campaigns

1. Best Social Impact Campaign
2. ESG Communications Excellence
3. Best Social PR Campaign

БЛОК 6. MODULE 6. Digital Campaigns

1. Best Digital & Interactive Campaign
2. Best SMM & Influencer Campaign

БЛОК 7. MODULE 7. Media Campaigns

1. Excellence in Media Strategy
2. Best Integrated Media Campaign
3. Creative Use of Single Media

БЛОК 8. MODULE 8. PR Campaigns

1. Best Integrated PR Campaign
2. Best Reputation Management Campaign
3. Event-based PR Campaign

БЛОК 9. MODULE 9. Concept

1. Best Concept — Unrealised/Speculative Projects

10. WORK EVALUATION CRITERIA

10.1 Criteria for Marketing & Creative Effectiveness

Criteria	Share, %	Description
Task Setting & KPI	10	Clarity of business goals and measurable KPIs
Insight & Strategy	15	Justification of the strategic approach
Creative Idea & Implementation	10	Relevance of the idea to the defined task
Effectiveness	55	Proven increase in business and marketing metrics
Innovation / ESG Contribution	10	Novelty, sustainability, social impact

10.2 Criteria for Creativity & Craft

Criteria	Share, %	Description
Task Setting	10	Clear formulation of the challenge
Insight & Strategy	15	Depth of research and logic of the solution
Solution Creativity	30	Originality of ideas, storytelling, conceptual boldness
Craft / Production	20	Quality of execution, art direction, production value
Effectiveness	20	Measurable contribution of the idea to brand or audience behavior indicators
Innovation	5	Use of new technologies, ESG focus

10.3 Criteria for Branding & Design Categories

Task Definition | Purpose of design/branding

Insight & Strategy | Depth of research and logic of the solution, justification of visual concept

Solution Creativity | Originality and expressiveness of brand identity

Craft / Production | Quality of design, typography, packaging, UI/UX

Effectiveness | Contribution to brand metrics, user experience

Innovation

Criteria	Share, %	Description
Task Setting	10	Purpose of design/branding
Insight & Strategy	15	Depth of research and logic of the solution, justification of the visual concept
Solution Creativity	25	Originality and expressiveness of brand identity
Craft / Production	40	Quality of design, typography, packaging, UI/UX
Effectiveness	10	Contribution to brand metrics, user experience
Innovation	0	-

10.4 Criteria for ESG Campaigns & Social categories

Criteria	Share, %	Description
Task Setting	10	Social/environmental problem
Insight & Strategy	15	Depth of audience and context research
Solution Creativity	15	Novelty of social idea, storytelling
Execution / Craft	10	Quality of execution, participatory approach
Impact / Results	50	Verified social/environmental effect
Innovation	0	-

10.5 Criteria for PR Campaigns, Media & Digital Categories

Criteria	Share, %	Description
Task Setting	10	PR logic, data-driven insight

Insight & Strategy	25	Idea, format, channel-fit
Solution Creativity	25	Idea, format, channel-fit
Execution / Craft	15	Media planning, production, optimization
Impact / Results	20	Achieving KPIs (reach, PR value, conversions)
Инновация	5	Use of new technologies / non-traditional media

10.6. Special Focuses by Category

- **Best Integrated Creative Campaign** — a cross-channel idea uniting media and consumer touchpoints into a cohesive experience.
 - **Evaluation focus:** originality of the big idea, consistency of the story across all channels, creative adaptation to each medium, measurable audience engagement.
- **Low Budget Creative Campaign** — a solution achieving outstanding creative effect with a budget \leq \$20,000 or below the 25th market percentile.
 - **Evaluation focus:** ingenuity, spending efficiency, production simplicity with high creativity, disproportionate media/earned impact.
- **Best Creative Strategy** — a strategic approach turning deep insight into a powerful creative idea.
 - **Evaluation focus:** quality of research, clarity of the problem, logic of “insight → idea → impact”, strength of the creative brief, KPI linkage.
- **Best Film Idea & Script** — strong storytelling for video format (before production stage).
 - **Evaluation focus:** original plot, dramaturgy, dialogues, emotional resonance, viral potential.
- **Film Craft Excellence** — outstanding production of a finished film.
 - **Evaluation focus:** directing, cinematography, editing, sound, VFX/CGI, color grading, overall production value.
- **Print & OOH Excellence** — outstanding print or outdoor work.
 - **Evaluation focus:** strength of the visual idea, copywriting, art direction, instant readability.
- **Non-standard OOH & Ambient** — non-standard solutions in urban environments and ambient experience.
 - **Evaluation focus:** innovation in form factor, interactivity, wow effect, earned media potential.
- **Creative Use of Audio Media** — innovative use of radio, podcasts, streaming, spatial audio.
 - **Evaluation focus:** creative sound design, storytelling through audio, technological innovation (3D-audio, personalization), proven engagement (listener metrics).

Branding & Design Categories (19–23)

- **Best New Brand Identity Design** — creation of a unique visual system for a new brand.
 - **Evaluation focus:** originality of concept, integrity of visual elements (logo, color, typography), adaptability to carriers, alignment with branding strategy.

- **Best Brand Identity Refresh / Redesign** — evolution or relaunch of existing identity without loss of recognition.
 - **Evaluation focus:** balance of novelty and continuity, improved perception, systematization and scalability, implementation effectiveness.
- **Best Packaging Design** — packaging that enhances product value and expresses brand essence.
 - **Evaluation focus:** form and functionality, shelf impact, eco-friendliness, production feasibility, user experience.
- **Excellence in Visual Communications** — outstanding graphic/illustrative design in communications.
 - **Evaluation focus:** art direction, composition, illustration/CGI mastery, informational clarity.
- **Best Digital & Interactive Design** — design of websites, apps, or interactive systems.
 - **Evaluation focus:** UX/UI, visual aesthetics, accessibility, technological innovation, engagement metrics.

Social & ESG Campaign Categories (24–26)

- **Best Social Impact Campaign** — communication addressing a specific social issue.
 - **Evaluation focus:** proven social effect, stakeholder engagement, solution sustainability, PR value.
- **ESG Communications Excellence** — effective communication of ESG initiatives.
 - **Evaluation focus:** transparency, proven contribution to ESG/SDG metrics, stakeholder engagement, reputational effect.
- **Best Social PR Campaign** — PR activity promoting a social/charitable cause.
 - **Evaluation focus:** earned media, perception change, partnerships, target group reach.

Digital Campaign Categories (27–28)

- **Best Digital & Interactive Campaign** — digital-first idea using web, mobile, AR/VR, etc.
 - **Evaluation focus:** cross-platform integration, depth of user interaction, technological innovation, KPI achievement.
- **Best SMM & Influencer Campaign** — use of social media and influencers to achieve business goals.
 - **Evaluation focus:** content strategy, influencer relevance, engagement, growth & conversions.

Media Campaign Categories (29–31)

- **Excellence in Media Strategy** — strategic allocation of media resources to maximize KPIs.
 - **Evaluation focus:** insight-driven planning, audience segmentation, channel mix innovation, budget effectiveness.
- **Best Integrated Media Campaign** — synergistic media campaign across multiple channels.
 - **Evaluation focus:** integrity, data-driven optimization, dynamic attribution, business impact.
- **Creative Use of Single Media** — non-standard use of a single media channel.
 - **Evaluation focus:** originality of format, breakthrough execution, cost-effectiveness, measurable effect.

PR Campaign Categories (32–34)

- **Best Integrated PR Campaign** — comprehensive PR program with media, social networks, and events.
 - **Evaluation focus:** storytelling, stakeholder outreach, reputation shift, earned media value.
- **Best Reputation Management Campaign** — crisis/reputation management project.
 - **Evaluation focus:** strategy and response speed, communication transparency, improvement in reputation indices.
- **Event-based PR Campaign** — PR activity around an event.
 - **Evaluation focus:** pre-event buzz, on-site coverage, post-event impact, share of voice.

Concept Category (35)

- **Best Concept** — unimplemented or speculative project demonstrating idea potential.
 - **Evaluation focus:** originality of concept, depth of development, feasibility, potential impact on brand/society.

11. SUBMISSION OF WORKS AND FILE FORMATS

11.1 General Language Requirements

- **All materials must be provided in English.** The use of words or expressions in other languages that may distort the meaning when translated into Russian is not permitted.

11.2 Mandatory Materials Package

1. **Entry Form**
 - Filled out online on the TAF!25 festival website; all fields are mandatory.
2. **Video Case**
 - Voice-over in English or English subtitles.
 - For participants residing in Russia: add Russian subtitles.
 - Link to **YouTube, Vimeo or VK Video**; resolution $\geq 720p$ (1080p recommended).
 - Duration ≤ 3 minutes.
3. **PDF Presentation** (*recommended*)
 - Up to 15 slides, 16:9 format.
 - Must include:
 - 1) product/service description;
 - 2) campaign goals and objectives;
 - 3) performance indicators (business, marketing, tech/media KPIs).
4. **Presentation Board** (*optional*)
 - .jpg / .png, width ≥ 1772 px, ≥ 150 DPI, ≤ 75 MB.
 - Visual key elements, graphics, charts.

11.3 Additional Materials

- **Audio file** (for “Creative Use of Audio Media” / “Excellence in Audio” categories): mp3 192 kbps or video link (YouTube / Vimeo / VK Video) with original audio track and English subtitles ($\geq 720p$).
- **Photo confirmation of implementation** (for Outdoor & Indoor, Ambient, and offline events): high-res .jpg / .png.
- **Performance confirmation:** source reports, graphs, tables, studies (PDF, Excel) — upload in the “Additional files” field.

11.4 Restrictions and Disqualification

- It is prohibited to display the agency logo or name in any component of the work, as well as in links, file names, and channels.

- Materials not meeting technical specifications or language requirements may be rejected by the organizing committee without refund.
- Violation of copyright, ethical, or legal standards of Uzbekistan will result in disqualification

12. SPECIAL COMPETITION AWARDS

1. In addition to the main categories, the TAF!25 contest presents 3 special awards:
 “Best Advertiser of 2025”
 “Best Advertising Agency of 2025”
 “Best Advertising Project of 2025” (Grand Prix)
2. Winners of special awards are determined by summing all points earned for victories in the main categories based on the expert jury voting:
 Gold – 9 points, Silver – 5 points, Bronze – 3 points.
3. For winning the Grand Prix, 15 points are added to the ranking.
4. All TAF!25 festival partners receive special awards from the organizers reflecting the marketing results of the company’s work for 2025.

13. COMPETITION AWARDS AND BRAND & AGENCY RANKINGS

1. Participants awarded “gold,” “silver,” and “bronze” by the expert jury receive a winner’s diploma, runner-up diplomas, and official TAF!25 statuettes.
2. The recipient of the special award “Best Advertiser of 2025” receives a diploma and an official TAF!25 statuette.
3. The recipient of the special award “Best Advertising Agency of 2025” receives a diploma and an official TAF!25 statuette.
4. The project awarded “Best Advertising Project of 2025 – Grand Prix” receives a diploma and an official TAF!25 statuette.
5. Participants who receive a special partner award from the festival also receive a diploma and an official TAF!25 statuette.
6. The results of expert and consumer voting, as well as the presentation of special awards, take place at the official Awards Ceremony on October 11, 2025. Until the Ceremony, information about winners and runners-up is strictly confidential and not disclosed.
7. The competition results are included in the annual Brand and Agency Marketing Effectiveness Rankings by the Marketing Association of Uzbekistan. Winners in special categories receive 15 points; gold – 9 points; silver – 5 points; bronze – 3 points. Shortlisted cases receive 1 point in the Ranking.
8. Agencies involved in the implementation of projects for winning brands also receive corresponding points in the Ranking. These points are also counted in the annual Brand and Agency Marketing Effectiveness Rankings by the Marketing Association of Uzbekistan.
9. Results from the expert jury are weighted with a coefficient of three, and results from consumers with a coefficient of two in the Ranking.
10. The organizers have the right, upon official request from partners, to establish additional awards in the form of special prizes in agreement with the expert jury.

14. CONTACT INFORMATION

Marketing Association of Uzbekistan
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E-mail: info@marketing.uz

Appendix No. 1

Resources of the Association (in Russian, Uzbek, English) publishing information about the TAF!25 competition:

Website: marketing.uz

Telegram: t.me/uzbekmarketing

Instagram: [instagram.com/uzbekmarketing](https://www.instagram.com/uzbekmarketing)

Facebook: [facebook.com/uzbekmarketing](https://www.facebook.com/uzbekmarketing)

YouTube: [youtube.com/@MarketingUzbekistan2016](https://www.youtube.com/@MarketingUzbekistan2016)

Appendix No. 2

Application form for participation in the competition (to be filled out on the marketing.uz website).

Your name	
Who are you competing on behalf of?	Agency Brand
Choose the nomination (and)	
Case name	
The product being advertised	
Introductory information, context	
Problem, task	
Solution	
Results	
Download the file	A window for downloading files and sending a link