



INFORMATION LETTER

to the V International Advertising Competition "DO.IT ADS"

With Ukraine in my heart!

The **DO.IT ADS International Advertising Competition** has already become a good tradition. Over the years, the participants of the competition became friends and began to share their experiences and impressions. Creativity unites people striving for freedom, peace, independence, justice and dreaming of a happy future.

Past competitions have been proof of that!

The 5th International Advertising Competition "DO.IT ADS" is gaining importance. February 24, 2022 was the day of the beginning of a new era, a new starting point, a point of no return. The world has changed and continues to change. The terrible events related to the large-scale invasion of the Russian Federation into Ukraine shook the whole world and caused irrepressible pain to all Ukrainians. And these events changed the content and idea of "DO.IT ADS". Ukraine steadfastly and courageously defends its legitimate rights to a freedom and happy future. Every Ukrainian does his best with great love for his native land! Our brave defenders fight fearlessly with weapons in their hands, doctors save lives in hospitals, patriots create volunteer organizations and provide the necessary assistance, indifferent Ukrainians raise the patriotic spirit, support information resources, and broadcasts everything that happens around the world!

"DO.IT ADS" today is not just the 5th International Advertising Competition. Currently, this is a joint project and support of our country! With your participation, you show your talent and share your creativity, impressing your skills and knowledge. But most importantly, you show your concern for Ukraine! All Ukrainians are full of unbridled love for our native land, sincerely wishing for peace, and are confident in Victory! Because each of us is Ukraine!

Information on the V International Advertising Competition "DO.IT ADS"

- I. Nominations
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I. NOMINATIONS

1. **Glory to Ukraine! Glory to heroes!** (Honour to the defenders - the armed forces of Ukraine, territorial defence)
2. **Resilient spirit** (recognizing and honouring the resilience, distinction and optimism of the Ukrainian people, and the current achievements of Ukrainians in the wartime)
3. **Passionate Sincere heart** (Honour to volunteers, gratitude to all caring families, people)
4. **Daily guard** (Gratitude to professionals - rescuers, doctors, railway workers, public utilities, firefighters, diplomats, IT specialists, teaches, many professionals for their dedicated, continuous work)
5. **Sing me, mom, a lullaby** (Children are our future, children must live, thanks to moms and dads)
6. **Free people** (Democratic, civilizational values that unite the entire progressive world)
7. **Unite for Victory** (The Ukrainian people are united and invincible. Wherever we are, in any corner of Ukraine and the world - we unite to help our defenders and spread the truth about a free, independent and prosperous Ukraine)
8. **The World supports Ukraine** (Thanks to the international community for the extraordinary support and solidarity with Ukrainian people)
9. **In response to hybrid threats** (Hybrid threats that we must recognize, assess and prevent in order to save our country and loved ones, and protect the values of the civilized world)
10. **The beauty of Ukraine is endless!** (Amazing views and picturesque corners of native Ukraine forever in the heart)
11. **Free theme** (Actual vision of the theme of the competition - solidarity with Ukraine "With Ukraine in the heart")

II. DEADLINES FOR WORKS SUBMISSION

Acceptance of works until 17.00 (Ukraine), 16.00 (CET, Brussels) May 31, 2024.
Awarding June 15, 2024.

III. ORGANIZERS

State University of Infrastructure and Technology, Department of Marketing
Economics and Business Administration (Ukraine)
Kiev National University of Construction and Architecture, Department of Fine Arts
and Architectural Graphics (Ukraine)
Public Organization "Free Life – Bright Future" (Ukraine)
Public Organization "Space of Free Education" (Ukraine)
Public organization "Institute for Systemic Innovative Transformations" (Ukraine)

Organizational partners

JSC Ukrzaliznytsia (Ukraine)
Municipal enterprise Kyiv metropolitan (Ukraine) (Ukraine)
Kiev children's railway of the regional branch South-Western Railway (Ukraine)
Kiev Center for Education, Training and Youth (Ukraine)
Public Organization "Kyiv – Tampere" (Ukraine)
Public organization "Laboratory of creative ideas – LaKI" (Ukraine)
Public Organization "Ukrainian Marketing Association" (Ukraine)
Public organization "Institute for Social and Economic Initiatives" (Ukraine)
Public Organization "Cultural and Educational Space LABS" (Ukraine)
Public Organization "Railway Research Center" (Ukraine)
Green Floid LLC (USA)
ITL-Bulgaria (Bulgaria)
Semenenko Consulting (France)
TEADMUS (Estonia)

IV. EXPERTS

CREATIVE AND PROFESSIONAL SPECIALISTS

Olga SEMENENKO	Semenenko Consulting (France)
Vladyslav MOMCHYLOVYCH...	(Serbia)
Iryna LYLYK	Ukrainian Marketing Association (Ukraine)
Svitlana KOVALCHUK	Khmelnyskyi National University (Ukraine)
Olena PYNCHUK	G.S. Kostiuk Institute of Psychology of the NAES of Ukraine
Tetiana DUBOVYK	State University of Trade and Economics (Ukraine)

Violetta TSYBOCHKINA	Kyiv National University of Construction and Architecture (Ukraine)
Ihor TVORONOVYCH	Kyiv National University of Construction and Architecture (Ukraine)

YOUNG PROFESSIONALS

Olha OSADCHA (Ukraine)	Kateryna BEREZKO (Ukraine)
Liliia HRYTSENKO (Ukraine)	Maryna MOLODYK (Ukraine)
Marharyta BOLIUK (Ukraine)	Dmytro GUZIK (Ukraine)

V. ORGANIZATION COMMITTEE

Svitlana BONIAR	State University of Infrastructure and Technologies (Ukraine)
Oleksandr KASCHENKO	Kyiv National University of Construction and Architecture (Ukraine)
Viktoriia YANOVSKA	State University of Infrastructure and Technologies (Ukraine)
Kostiantyn POKOTYLO	Kyiv National University of Construction and Architecture (Ukraine)
Viktoriia TVORONOVYCH	State University of Infrastructure and Technologies (Ukraine)
Oleksandr KRASNOSHTAN	JSC Ukrzaliznytsia (Ukraine)
Nataliia MAKOHON	Municipal enterprise Kyiv metropolitan (Ukraine)
Svitlana ROMANCHENKO	S.K.I.E. (Ukraine)
Oleksandr KENDIUKHOV	Association for the Promotion of Globalization of Education and Science SPACETIME (Ukraine)
Olena CHERNIAVSKA	Institute of Social and Economic Initiatives (Ukraine)
Yuliia KUZMYTSKA	Cultural and educational space LABS (Ukraine)
Olena PROKOPENKO	TEADMUS (Estonia)
Yurii UDOVENKO	Green Floyd LLC (USA)

COORDINATORS OF THE COMPETITION

Olena PYLYPENKO	State University of Infrastructure and Technologies (Ukraine)
Anastasiia USTILOVSKA	State University of Infrastructure and Technologies (Ukraine)

DEVELOPMENT OF VISUAL CONTENT

Ihor TVORONOVYCH	Kyiv National University of Construction and Architecture (Ukraine)
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CONTENT MANAGER

Alina NAKALIUZHNA	State University of Infrastructure and Technologies (Ukraine)
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TECHNICAL SUPPORT

Nino GEORGADZE	State University of Infrastructure and Technologies (Ukraine)
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VI. AWARDS

All participants and leaders will receive certificates.

Participants who have received prizes (I, II, III place in nominations) will receive diplomas of winners.

VII. MAIN CONDITIONS OF PARTICIPATION

Works in the form of graphic images and drawings executed in electronic/digitized form, as well as audiovisual works in the form of a video clip, film, cartoon in any format are submitted to the Competition. Work done in any technique on paper (drawn posters, drawings made in any technique: graphics, gouache, oil, coloured pencils, felt-tip pens, etc.) must be digitized.

Copyrights are reserved by the performers of the works.

The work submitted for the Competition must have a title.

One work is submitted to one nomination. The subject of the letter sent by e-mail should indicate the nomination and the surname of the author or one of the authors of the team.

If the participant agrees to use his work to raise funds for assistance and rehabilitation to children, citizens affected by hostilities, the armed forces of Ukraine, then when filling out the questionnaire, you must make a note that the organizers of the competition have the right to use the work for humanitarian purposes.

THE ORGANIZERS EXPRESS THEIR SINCERE GRATITUDE TO ALL PARTICIPANTS WHO WILL GIVE CONSENT (!!!) to use their works in holding charity exhibitions-auctions on the territory of Ukraine and abroad and holding online events. Submitted works are non-refundable.

To participate in the OTV International Advertising Contest "DO.IT ADS", participants must do the following:

1) fill out the application registration form for each work

(<https://forms.gle/xf6UxwpSCej6Sc8P9>)

In the registration form, you must provide a link to the work presented in digital form.

2) answer the questions of the questionnaire “What do we know about hybrid threats?”

(https://docs.google.com/forms/d/e/1FAIpQLScIz5HLZNd-YWiHcM8jTlo1C_P3E6RrOZ5hcV62B4aYBicqgg/viewform?usp=sf_link).

The survey is conducted in order to study the degree of awareness of participants about hybrid threats, tools for their recognition, assessment and counteraction. The

results of the survey will in no way affect the assessment of the work submitted in accordance with the requirements of the competition.

3) if the participant agrees to use the work for humanitarian purposes, then he sends the work to the organizers (contacts are presented at the end of the information letter).

VIII. EVALUATION CRITERIA FOR COMPETITION WORKS

The main criteria for evaluating competitive works by experts are:

- compliance with the goals, objectives and nominations of the Contest (works that do not meet the criteria for consideration are not taken);
- idea creativity – 50 %;
- the skill of implementing the idea – 40 %;
- efficiency – 10 %.

IX. ADVICE FOR PERFORMERS

- Define the goal and target audience in advance,
- Define the key message,
- Choose the tone and content of the appeal,
- Write text if necessary,
- Think about the coordination of visual elements,
- Create high resolution image layout and design.

Pay attention to the last paragraph of the registration form and / or application form. Think about and argue why, in your opinion, your work is important.

Remember that when you click "yes" to agree to the use of work for humanitarian purposes, you support the global movement of solidarity with Ukraine and really help save someone's life!

Be sure to fill out the form "What do we know about hybrid threats?". It is important for us to know what do you know about hybrid threats and what we need to tell children and adults about hybrid threats to make the world a safer place.

Details about the nominations are on the pages of the Department of Economics, Marketing and Business Administration on Facebook and Instagram.

Be sure to follow the announcements, listen to the explanations and advice:

Facebook – <https://www.facebook.com/departmentemba>

Instagram – https://www.instagram.com/emba_fut_duit/

X. CONTACTS

Department of Economics, Marketing and Business Administration

Address: st. Ivan Ohienko, 19, Kyiv, Ukraine, 03049

+38 095 837 60 12

The Competition page on the official website of the State University of Infrastructure and Technology - ...

Facebook – <https://www.facebook.com/departmentemba>

Instagram – https://www.instagram.com/emba_fut_duit/

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