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marketing.uz



**Tashkent
International
Advertising
Festival**

COMPETITION REGULATIONS

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1. General Provisions

TAF! (Tashkent Advertising Festival!) is an annual international advertising festival held in Tashkent and the largest event in the marketing and advertising industry of Uzbekistan. It recognizes marketing and creative projects that have demonstrated a measurable impact on business performance and brand culture.

Key Concepts

- **Mission of TAF!** — to create a professional platform for exchanging ideas, discussing current industry issues, and showcasing successful marketing and creative projects; to support brand development and to bring together and educate marketing and advertising professionals. The festival aims to identify and reward the best projects through expert evaluation and comparison of ideas, their effectiveness, and brand communications with consumers.
- **TAF!26 Competition** — identification of the best marketing and creative projects implemented during 2025–2026. The competition is international and subject to an entry fee; all information is published on the official website. Terms and deadlines are specified in these Regulations.
- **International Advertising Conference** — an educational program featuring presentations by international and local experts with current case studies and industry trends, and networking for agencies, directors, and specialists in marketing, advertising, and PR.
- **Official TAF!26 Website** — <https://taf26.marketing.uz/> — the single source of information about the festival: participants, jury composition, conference program, voting results, and the list of winners. Current information is also published through the organizer's resources (Appendix No. 1).

2. Festival Organizers

The organizers of the TAF!26 Festival are:

- Competition Development and Consumer Protection Committee of the Republic of Uzbekistan
- Marketing Association of Uzbekistan

3. Competition Stages

Entry submission Jun 4 – Sep 2	Shortlist (jury) Sep 7 – 14	Winner selection Sep 17 – 25	Awards Ceremony Oct 10, 2026
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Stage	Dates
Entry submission period	June 4 — September 2, 2026 (inclusive)
International jury voting (shortlist selection)	September 7 — 14, 2026 (inclusive)

Stage	Dates
Online winner selection by the international jury	September 17 — 25, 2026
Announcement of winners — Awards Ceremony	October 10, 2026

4. Competition Participants

Competition participants include advertiser brands, agency companies, and individual entrepreneurs engaged in the production and distribution of advertising.

When a brand submits a case

- A brand may, at its own discretion, list all advertising producers and distributors who participated in the case.
- If the case wins, the award at the Ceremony is presented to the brand that submitted and paid for the entry. Participating agencies and brands may obtain duplicate awards for an additional fee.
- All participating agencies and brands are listed in the diploma, and their representatives may join the stage during the award presentation.

When an agency submits a case

- The agency must obtain prior approval to participate from the brand for which the case was created.
- Both the agency and the client brand are listed in the diploma. If the case wins, the diploma is awarded to the agency that submitted and paid for the entry, with mandatory acknowledgment of the client brand.
- If the client brand paid the fee, the diploma is presented to the brand. The agency may obtain a duplicate for an additional fee. Representatives of both the agency and the client brand may come on stage.

5. Conditions of Participation

An entry is a description of a problem, the process used to solve it, and the final result achieved. Entries may be submitted by both brands and agencies.

Submission procedure

- Register and log in on www.marketing.uz and complete all fields: contact information, nomination, brand name and entry title (briefly), problem, solution, results; upload the entry (YouTube link) and click “Submit”.
- Within 3 working days the organizer conducts technical moderation and sends an agreement for payment. Once paid, the entry is published on www.marketing.uz.
- The same entry may be submitted in one or several nominations; the number of entries equals the number of nominations, each paid separately.

- Payment — by bank transfer between legal entities under a contract, or via Uzbekistan's payment systems: UZUM, Payme, Click.

Requirements and restrictions

- **An entry is considered eligible only if:** submitted within the deadline · content corresponds to the nomination(s) · the participation fee has been paid under the contract.
- Entries without registration and payment are not accepted. Payment does not guarantee winning.
- Entries copied from other brands' work are not accepted. If a fraudulent entry is identified, the organizers or jury may disqualify it without refund.
- If a participant withdraws after submitting and paying, the fee is non-refundable.
- The jury may reassign an entry to a different nomination at any evaluation stage, with notification to the participant.
- Participation constitutes acceptance of these Regulations; the participation agreement is written confirmation of acceptance.
- The participant guarantees compliance with copyright laws and independently resolves disputes. The participant bears responsibility for authorship; the organizer is not liable for plagiarism.
- In the event of disputes, the status of a competition entry is determined by the International Jury.

6. Participation Fees and Discounts

Each entry is paid for separately. One entry submitted in several nominations counts as the corresponding number of entries (an entry in 3 nominations = 3 entries). The fee per entry depends on the submission period.

6.1. Base entry fee

EARLY · \$150 Jun 4 – Jul 4	REGULAR · \$180 Jul 5 – Aug 4	LATE · \$220 Aug 5 – 24	LAST CALL · \$250 Aug 25 – Sep 2
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Prices are in US dollars; payable in Uzbek soums at the CBU exchange rate on the date of payment.

6.2. Volume discount

The more entries under one contract, the lower the price per entry. The discount is calculated on the total number of entries within a single contract.

No. of entries	Early	Regular	Late	Last call
1–2	150	180	220	250
3–5	140	170	200	230
6–9	130	155	190	215

No. of entries	Early	Regular	Late	Last call
10 or more	120	145	175	200

6.3. Conditions for MAU partners

Partners of the Marketing Association of Uzbekistan are entitled to submit cases free of charge depending on their partnership status:

<p>3 entries Partner</p>	<p>5 entries Associate Partner</p>	<p>10 entries Premium Partner</p>
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free entries

- Entries beyond the free limit are paid at the price list with the volume discount (cl. 6.2). Free entries do not count toward the volume-discount threshold — the threshold is calculated only on paid entries.
- **Additionally:** MAU partners and members of RAMU, AKAR, ARIR, and AKMA receive a 20% discount on paid entries. The volume discount and the status discount are cumulative; the total discount does not exceed 35%.

6.4. Calculation examples

Scenario	Calculation and total
Agency, 5 cases, early submission	$140 \times 5 = \$700$
Brand, 1 entry in 3 nominations, regular submission	3 entries → $170 \times 3 = \$510$
Agency, 8 cases, late submission	$190 \times 8 = \$1,520$
Associate partner, 8 cases, early submission	5 free + 3 paid → $140 \times 3 = \$420$
Premium partner, 14 cases, early submission	10 free + 4 paid → $140 \times 4 = \$560$

7. Competition Jury

Two jury panels are formed for the competition. Both the local and international juries are divided into 4 expert teams; each is led by a Chairperson who moderates the meetings.

Local Jury — Industry Choice

Composed of the Top 35 marketers of Uzbekistan per MAU and association partners who have completed a special training program. Task: select one award-worthy case from each of the 9 blocks.

International Jury

Highly qualified local and international industry professionals with judging experience, deep expertise, and industry awards. Task: select shortlist entries and the recipients of Gold, Silver, Bronze, and Special Awards.

- The shortlist is published on marketing.uz after voting concludes, but no later than 3 days before the festival.
- The jury composition is published at <https://taf26.marketing.uz/>.

8. Procedure for Forming the Jury Panel

- Forming is carried out by the organizers. Organizers and curators determine the required number of jury members based on the projected number of entries, and collect and pre-evaluate candidate application forms.
- The panel is formed from experts who completed an application form: by personal invitation from organizers and curators, by recommendation of jury members of previous TAF! festivals, or by personal request.
- At the longlist and winner-selection stages, both panels are divided into 4 blocks per competencies, implemented projects, and nomination preferences. Block size is determined by organizers and curators based on the number of entries.

Local shortlist jury members must

- review the longlist and select one case in each block for an award;
- evaluate entries independently based on personal experience, the Regulations, and professional standards. Third-party interference is not permitted.

International jury members must

- review the longlist and select entries for the shortlist;
- participate in online discussions to select the winners;
- evaluate entries independently based on personal experience, the Regulations, and professional standards; third-party interference is not permitted;
- comment on each project during winner selection — advantages, disadvantages, strengths, and weaknesses;
- be present during online voting with the camera on.

Jury members are not permitted to

- evaluate projects with which they or their company have a direct or indirect connection;
- unilaterally reassign an entry from one category to another;
- disclose information about shortlisted entries or winners.

All rights and responsibilities of the jury are governed by the Jury Regulations. Each member signs a Confidentiality and Non-Disclosure Agreement.

9. Organizing Committee

- The TAF!26 Organizing Committee carries out its activities in accordance with these Regulations.
- Committee representatives oversee compliance with the Regulations by participants, jury chairpersons, and jury members.
- For disputes not covered by the Regulations, the Committee makes an independent decision based on its provisions.

Responsibilities of the Organizing Committee

- forming both jury panels;
- receiving entries and providing consultations on organizational matters;
- timely distribution of materials to participants and jury members;
- inviting jury members in advance to vote at the shortlist and winner-determination stages;
- ensuring conditions for timely voting per the Regulations;
- high-quality technical support for both voting stages;
- documenting the voting process and its results;
- addressing other matters necessary to organize and conduct the competition.

All Committee members sign a Confidentiality Agreement.

10. Local Industry Choice Jury Voting Procedure

Official session documents: Jury Regulations and Voting Protocol.

- Award recipients are determined in a single offline stage on a schedule communicated in advance to each jury member.
- Voting takes the form of discussions; each member then makes an individual decision on each entry.
- Each member scores a project on each criterion. The project with the highest total score is recognized as the award recipient.

11. International Jury Voting Procedure

Official session documents: Jury Regulations, Voting Protocol, and Video Recording of the voting session. Winners are determined in two stages, both online.

Stage One — Formation of the Shortlist

- The international jury participates; voting is online during the specified period, each member deciding individually on each entry.

- Voting in personal accounts via one of three buttons: “Shortlist” / “Not Shortlist” / “Affiliated”.
- If affiliated with a project, the member selects “Affiliated”.
- If a project is submitted to an inappropriate nomination, the member leaves a corresponding comment.
- Entries are reviewed without applicant participation. Each entry is evaluated by no fewer than 7 jury members.
- Based on the final evaluation, entries are classified into “Shortlist” / “Not Shortlist”.

Stage Two — Selection of Winners

- The international jury participates; voting is online in the form of discussions, each member deciding individually on each entry.
- Each member scores a project on each criterion, assigning a category: Gold — 9 points, Silver — 5 points, Bronze — 3 points.

12. Competition Blocks and Nominations

The competition is divided into 9 thematic blocks. Below is the full list of nominations for each block.

БЛОК 1 Marketing & Creative Effectiveness

- | | |
|--|--|
| › Brand Launch / Relaunch Campaign | › B2B Activation Effectiveness |
| › Long-Term Campaign Effectiveness | › B2C Activation Effectiveness |
| › Short-Term Campaign Effectiveness | › Event Marketing Campaign Effectiveness |
| › Budget Breakthrough Campaign Effectiveness | › PR Campaign Effectiveness |
| › Cultural Codes & Insights | › Influencer Campaign Effectiveness |

БЛОК 2 Creativity & Craft (Omnichannel & Integrated)

- | | |
|-------------------------------------|--------------------------|
| › Best Integrated Creative Campaign | › Best Creative Strategy |
| › Low Budget Creative Campaign | |

БЛОК 3 Creativity & Craft (One-Channel)

- | | |
|---------------------------|-------------------------------|
| › Best Film Idea & Script | › Non-standard OOH & Ambient |
| › Film Craft Excellence | › Creative Use of Audio Media |
| › Print & OOH Excellence | |

БЛОК 4 Branding & Design

- | | |
|--|---------------------------------------|
| › Best New Brand Identity Design | › Excellence in Visual Communications |
| › Best Brand Identity Refresh / Redesign | › Best Digital & Interactive Design |
| › Best Packaging Design | |

БЛОК 5 Social & ESG Campaigns

- › Best Social Impact Campaign
- › ESG Communications Excellence
- › Best Social PR Campaign

БЛОК 6 Digital Campaigns

- › Best Digital & Interactive Campaign
- › Best SMM & Influencer Campaign

БЛОК 7 Media Campaigns

- › Excellence in Media Strategy
- › Best Integrated Media Campaign
- › Creative Use of Single Media

БЛОК 8 PR Campaigns

- › Best Integrated PR Campaign
- › Best Reputation Management Campaign
- › Event-based PR Campaign






БЛОК 9 Concept

- › Best Concept — Unrealised / Speculative Projects







13. Evaluation Criteria for Entries

Each group of blocks uses its own set of weighted criteria. The length of the bar reflects the share of the criterion in the final score.






13.1. Marketing & Creative Effectiveness

Criterion	Weight	Description
Task definition & KPI	10% 	Clarity of business objectives and measurable KPIs
Insight & Strategy	15% 	Soundness of the strategic approach
Creative idea & Execution	10% 	Relevance of the idea to the assigned task
Effectiveness	55% 	Proven increase in business and marketing metrics
Innovation / ESG contribution	10% 	Novelty, sustainability, and social impact



13.2. Creativity & Craft





Criterion	Weight	Description
Task definition	10% 	Clear formulation of the challenge
Insight & Strategy	15% 	Depth of research and logic of the solution
Creativity of solution	30% 	Originality of the idea, storytelling, conceptual boldness
Craft / Production	20% 	Execution quality, art direction, production value
Effectiveness	20% 	Measurable impact on brand performance or audience behavior
Innovation	5% 	Use of new technologies, ESG focus

13.3. Branding & Design







Criterion	Weight	Description
Task definition	10% 	Design / branding objective
Insight & Strategy	15% 	Depth of research, justification of the visual concept
Creativity of solution	25% 	Originality and expressiveness of the identity
Craft / Production	40% 	Quality of design, typography, packaging, UI/UX
Effectiveness	10% 	Contribution to brand metrics and user experience
Innovation	0% 	—

13.4. Social & ESG Campaigns

Criterion	Weight	Description
Problem definition	10% 	Social / environmental issue
Insight & Strategy	15% 	Depth of audience and context research

Criterion	Weight	Description
		
Creativity of solution	15% 	Novelty of the social idea, storytelling
Execution / Craft	10% 	Quality of implementation, participatory approach
Impact / Results	50% 	Verified social / environmental impact
Innovation	0% 	—

13.5. Digital, Media & PR Campaigns

Criterion	Weight	Description
Task definition	10% 	Media approach / PR logic, data-driven insight
Insight & Strategy	25% 	Idea, format, channel fit
Creativity of solution	25% 	Idea, format, channel fit
Execution / Craft	15% 	Media planning, production, optimization
Impact / Results	20% 	Achievement of KPIs (reach, PR value, conversions)
Innovation	5% 	Use of new technologies / non-traditional media

13.6. Special category-specific emphasis

For each category below, its essence and evaluation focus are given — the key criteria the jury pays attention to. The color of the left bar reflects the thematic family of the category.

Creative	Craft	Branding	Social/ESG	Digital	PR	Concept
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Best Integrated Creative Campaign

A cross-channel idea uniting media and consumer touchpoints into a single cohesive experience.

Evaluation focus: ▶ originality of the big idea ▶ consistency of storytelling across channels ▶ creative

adaptation to each medium ▶ measurable engagement

Low Budget Creative Campaign

Outstanding creative impact with a budget ≤ USD 20,000 or below the 25th market percentile.

Evaluation focus: ▶ resourcefulness ▶ efficiency of spending ▶ simple production, strong creativity ▶ disproportionate media/earned impact

Best Creative Strategy

A strategic approach that transforms deep insight into a powerful creative idea.

Evaluation focus: ▶ quality of research ▶ clarity of the problem ▶ logic of “insight → idea → impact” ▶ brief and KPI linkage

Best Film Idea & Script

A strong storytelling concept for a video format (pre-production stage).

Evaluation focus: ▶ originality of plot ▶ dramaturgy ▶ dialogue ▶ emotional resonance ▶ viral potential

Film Craft Excellence

Outstanding execution of a completed film.

Evaluation focus: ▶ direction ▶ cinematography ▶ editing ▶ sound design ▶ VFX/CGI ▶ color grading ▶ production value

Print & OOH Excellence

Outstanding print or outdoor execution.

Evaluation focus: ▶ strength of visual idea ▶ copywriting ▶ art direction ▶ instant readability

Non-standard OOH & Ambient

Innovative solutions in urban space and ambient experiences.

Evaluation focus: ▶ format innovation ▶ interactivity ▶ wow effect ▶ earned media potential

Creative Use of Audio Media

Innovative use of radio, podcasts, streaming, and spatial audio.

Evaluation focus: ▶ creative sound design ▶ audio storytelling ▶ technological advancement (3D audio, personalization) ▶ listening metrics

Best New Brand Identity Design

Creation of a unique visual system for a new brand.

Evaluation focus: ▶ originality of concept ▶ consistency of elements (logo, color, typography) ▶ adaptability ▶ alignment with strategy

Best Brand Identity Refresh / Redesign

Evolution or relaunch of an identity without losing recognizability.

Evaluation focus: ▶ balance of novelty and continuity ▶ improved perception ▶ systematicity ▶ rollout effectiveness

Best Packaging Design

Packaging that enhances product value and expresses the brand essence.

Evaluation focus: ▶ form and functionality ▶ shelf-impact ▶ sustainability ▶ feasibility ▶ user experience

Excellence in Visual Communications

Outstanding graphic / illustration design.

Evaluation focus: ▶ art direction ▶ composition ▶ mastery of illustration/CGI ▶ informational clarity

Best Digital & Interactive Design

Design of websites, apps, and interactive systems.

Evaluation focus: ▶ UX/UI ▶ aesthetics ▶ accessibility ▶ technological sophistication ▶ engagement metrics

Best Social Impact Campaign

Communication addressing a specific social issue.

Evaluation focus: ▶ proven social impact ▶ stakeholder engagement ▶ sustainability ▶ PR value

ESG Communications Excellence

Effective communication of ESG initiatives.

Evaluation focus: ▶ transparency ▶ contribution to ESG metrics/SDGs ▶ stakeholder engagement ▶ reputational impact

Best Social PR Campaign

PR activity promoting a social or charitable cause.

Evaluation focus: ▶ earned media ▶ perception change ▶ partnerships ▶ reach of target audiences

Best Digital & Interactive Campaign

A digital-first idea using web, mobile, AR/VR, and other technologies.

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 objectives.

Evaluation focus: ▶ content strategy ▶ relevance of influencers ▶ engagement ▶ growth & conversions

Excellence in Media Strategy

Strategic allocation of media resources to maximize KPIs.

Evaluation focus: ▶ insight-driven planning ▶ audience segmentation ▶ channel mix innovation ▶ budget efficiency

Best Integrated Media Campaign

A synergistic media campaign across multiple channels.

Evaluation focus: ▶ coherence ▶ data-driven optimization ▶ dynamic attribution ▶ business impact

Creative Use of Single Media

Non-standard use of a single media channel.

Evaluation focus: ▶ format originality ▶ breakthrough execution ▶ cost efficiency ▶ measurable impact

Best Integrated PR Campaign

A comprehensive PR program combining media, social media, and events.

Evaluation focus: ▶ storytelling ▶ stakeholder outreach ▶ reputational shift ▶ earned media value

Best Reputation Management Campaign

A crisis-management or reputation-focused project.

Evaluation focus: ▶ strategy and speed of response ▶ communication transparency ▶ improvement of reputation metrics

Event-based PR Campaign

PR activity built around an event.

Evaluation focus: ▶ pre-event buzz ▶ on-site coverage ▶ post-event impact ▶ share of voice

Best Concept

An unrealized or speculative project demonstrating the potential of an idea.

Evaluation focus: ▶ originality of concept ▶ level of development ▶ feasibility ▶ potential impact

14. Entry Submission and File Formats

Materials must be in English. Words or expressions in other languages that may distort the meaning when translated are not permitted.

Mandatory submission materials

- **Online Entry Form** — completed online on the festival website; all fields are mandatory.
- **Video case study** — English voice-over or English subtitles; link to YouTube, Vimeo, or VK Video; resolution $\geq 720p$ (1080p recommended); duration ≤ 3 minutes.
- **PDF presentation (recommended)** — ≤ 15 slides, 16:9; includes: 1) product/service description; 2) campaign objectives and goals; 3) performance metrics (business, marketing, technical/media KPIs).
- **Presentation Board (optional)** — .jpg / .png, width ≥ 1772 px, ≥ 150 DPI, ≤ 75 MB; key visual elements, charts, diagrams.

Additional supporting materials

- Audio file (for “Creative Use of Audio Media” / “Excellence in Audio”): MP3 192 kbps, or a video link with the original audio track and English subtitles ($\geq 720p$).
- Proof-of-execution photos (Outdoor & Indoor, Ambient, offline events): high-resolution jpg/png.
- Results verification: original reports, charts, tables, research (PDF, Excel) — in the “Additional Files” section.

Restrictions and disqualification

- Agency logos or names must not appear in any component of the entry, including links, file names, or channels.
- Materials not meeting the technical or language requirements may be rejected without refund.
- Any violation of copyright, ethical standards, or the laws of Uzbekistan results in disqualification.

15. Special Awards of the Competition

In addition to the main categories, TAF!26 presents three Special Awards:

- “Advertiser of the Year 2026”
- “Advertising Agency of the Year 2026”
- “Advertising Project of the Year 2026” — Grand Prix

Points allocation

15 баллов Grand Prix	9 баллов Gold	5 баллов Silver	3 баллов Bronze
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- Special Award recipients are determined by the total points accumulated through wins in the main categories: Gold — 9, Silver — 5, Bronze — 3 points.
- Winning the Grand Prix earns 15 points toward the overall ranking.
- All TAF!26 festival partners receive special awards reflecting the company's marketing performance in 2026.

16. Competition Awards and the Brand & Agency Ranking

- Gold, Silver, and Bronze winners receive a winner's diploma, finalist diplomas, and official TAF!26 trophies.
- The local Industry Choice Jury award recipient receives a special diploma and a special TAF!26 trophy.
- The “Advertiser of the Year 2026” recipient receives a diploma and an official TAF!26 trophy.
- The “Advertising Agency of the Year 2026” recipient receives a diploma and an official TAF!26 trophy.
- The Grand Prix “Advertising Project of the Year 2026” recipient receives a diploma and an official TAF!26 trophy.
- A Festival Partner special-award recipient receives a diploma and a special TAF!26 trophy.
- Results are announced and awards presented at the Ceremony on October 10, 2026. Prior to the Ceremony, winner information is strictly confidential.

Inclusion in the annual MAU Ranking

Competition results are included in the annual Marketing Effectiveness Ranking of Brands and Agencies published by MAU:

Result	Ranking points
Special Award / Grand Prix	15
Gold	9
Silver	5
Bronze	3
Shortlisted entry	1

- Agencies involved in implementing winning brand projects receive the corresponding points; these are also included in the annual MAU Ranking.

- Upon official request from partners, the organizers may establish additional awards as special prizes, subject to approval by the expert jury.

17. Contact Information

Marketing Association of Uzbekistan

100007, 25 Mirzo Ulugbek Avenue, Tashkent, Uzbekistan

Tel.: +998 (97) 402-28-20 · +998 (97) 037-28-20

E-mail: info@marketing.uz

App. 1. Association Resources

Association resources (in Russian, Uzbek, and English) publishing information about TAF!26:

Resource	Link
Website	https://marketing.uz
Telegram	https://t.me/uzbekmarketing
Instagram	instagram.com/uzbekmarketing
Facebook	facebook.com/uzbekmarketing
YouTube	MarketingUzbekistan2016

App. 2. Competition Entry Form

Competition entry form (completed on the marketing.uz website):

Field	Value
Your Name	
On behalf of whom are you participating?	Agency / Brand
Select Category(ies)	
Case Title	
Advertised Product	
Background Information / Context	
Challenge / Objective	
Solution	
Results	
Upload File	File upload area or link submission field