

SOSIALISASI

darq ADVERTISING
FESTIVAL 2023 **36**

دارق پارپلارا 36

ADVERTISING
FESTIVAL 2023

AGENDA

7-8

Dec
2023

Opening

- 14.00 – 14.05 : Opening – Elwin Mok, Ketua P3I DKI Jaya (5 min)
- 14.05 – 14.15 : Penjelasan Tema **Citra Pariwara 2023 “Ingenious & Contagious”** (10 min) Reza Fitriano, Ketua Pelaksana CP 2023

Sosialisasi Citra Pariwara dengan Narasumber

- 14.15 – 14.55 : Penjelasan Tim Pendaftaran & Tim Penjurian – Penjelasan CP 2023 (40min) Natalia “Lilot” & Diki Satya
- 14.55 – 15.25 : Penjelasan Etika Pariwara Indonesia – Susilo Dwihatmanto, Ketua BPP (30 min)
- 15.25 – 15.45 : Demo Sistem Pendaftaran – Tim Pendaftaran (Ramadhony Setiawan) & Pentasi (20min)
- 15.45 – 16.30 : Tanya Jawab dengan Narasumber
- 16.30 : Acara Selesai

COMMITTEE STRUCTURE

7-8

Dec
2023

Pelindung

: **JANOE ARIJANTO** (KETUA P3I PUSAT)

Penanggung Jawab

: **ELWIN MOK** (KETUA P3I DKI JAYA)

STEERING COMMITTEE

Ketua

: **IRFAN RAMLI**

Anggota

: **D.D. 'LULUT' ASMORO**

RIDWAN HANDOYO

RITA HENDRAWATI

ADI S. NOEGROHO

ANDI SADHA

COMMITTEE STRUCTURE

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ORGANIZING COMMITTEE

Ketua Pelaksana
Wakil Ketua I (Koor. Seminar & Masterclass)
Wakil Ketua II (Koor. Pendanaan)
Bendahara
Pendukung Bendahara

: Reza Fitriano
: Devi Attamimi
: Amir Suherlan
: Trisna Wanti
: Rindi Handini

Koordinator Penjurian dan Pendaftaran
Pendukung Penjurian

: Natalia 'Lilot' Tri Kusumarini
: Defri Dwipaputra
Lorenzo Rivaldy Wicaksono
Intan Sham
Devina Adrisa

Koordinator Daun Muda dan BG Award
Pendukung Daun Muda dan BG AWARD

: Diki Satya
: Ofira Amanda
Savira Ralie
: Ramadhony Setiawan
Sonny Suwarno
Erdiansyah
Ayudith

Pendukung Pendaftaran

Koordinator Komunikasi
Pendukung Komunikasi

: Anggi Satria Permana
: Marsha Ramadhani
Jody Hutomo
Rifqi A. Hamid

COMMITTEE STRUCTURE

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ORGANIZING COMMITTEE

Koordinator Acara
Pendukung Acara
Pendukung Seminar

: Niken Angganawati
: Sylvia Desianty
: Annieza Zuleira I Yasin
Narpati Adityasa
Grace Debora

Koordinator Hospitality dan Volunteer
Pendukung Hospitality dan Volunteer
Pendukung Pendanaan

: Rahman Diqi
: Siti Rahmah
: Saida Rosadi
Ella Safiani
Francisco Y. Tinangon

Koordinator Sistem dan Teknologi
Pendukung Sistem dan Teknologi
Sekretariat

: Andhika Novandi Patria
: Tim Pentasi
: Alvita Djansen
Helda Pardede

Koordinator Pelaksana Lapangan
Pendukung Pelaksana Lapangan

: Toto Hermanto
: Circle

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INGENIOUS & CONTAGIOUS

THE RISE OF THE NEXT CREATIVE HERD

• SEMINAR & MASTERCLASS • BG & DAUN MUDA • AWARDING NIGHT

A black and white photograph of a herd of elephants in a savanna landscape. In the center, a large adult elephant with prominent ears and a trunk stands prominently. To its left, another adult elephant is partially visible. In front of the central elephant, a small calf is walking. To the right, another adult elephant with visible tusks is walking. The background shows a hazy savanna with distant hills under a bright sky.

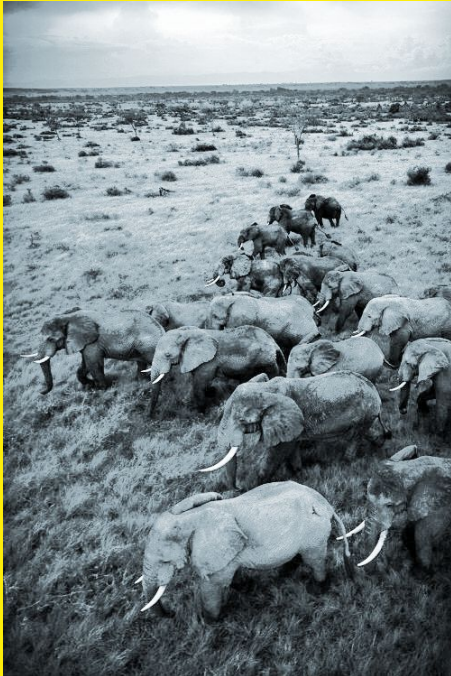
INSPIRE US

Elephant herds exemplify the power of social connections, cooperation, and intergenerational learning.

Their complex social dynamics and nurturing behaviors contribute to the survival and well-being of the entire group.

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**Multigenerational
Bonds**



Cooperative Behavior



Care for Calves



Emotional Bonds



**Learning and
Knowledge Transfer**

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INGENIOUS & CONTAGIOUS

THE RISE OF THE NEXT CREATIVE HERD

• SEMINAR & MASTERCLASS • BG & DAUN MUDA • AWARDING NIGHT

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14-16
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INGENIOUS & CONTAGIOUS

THE RISE OF THE NEXT CREATIVE HERD

• SEMINAR & MASTERCLASS • BG & DAUN MUDA • AWARDING NIGHT

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14-16
DEC
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FESTIVAL 2023

INGENIOUS & CONTAGIOUS

THE RISE OF THE NEXT CREATIVE HERD

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• SEMINAR & MASTERCLASS • BG & DAUN MUDA • AWARDING NIGHT

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IMPORTANT DATES CITRA PARIWARA 36

• SEMINAR & MASTERCLASS • BG & DAUN MUDA • AWARDING NIGHT

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Masa Tayang

1 Nov 2022 - 31 Oct 2023

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Registration Period - Early Bird

11 Sept 2023 - 6 Oct 2023

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Registration Period - Normal

7 Oct 2023 - 3 Nov 2023

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Registration Period - Daun Muda & BG

2 Oct 2023 - 16 Oct 2023

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Pameran Karya Peserta (online)

Starting 27 Nov 2023

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Masterclass Citra Pariwara (offline)

23, 28, 29 Nov 2023

Open Registration 23 Okt - 22 Nov 2023

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Finalists Announcement (via website)

2 December 2023

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Seminar Citra Pariwisata (Bali)

7-8 December 2023

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Malam Anugerah (Bali)

7-8 December 2023

SUMMARY IMPORTANT DATES CITRA PARIWARA 36

- Periode Tayang : 1 November 2022 - 31 October 2023
- Sosialisasi : 8 September
- Registration (EARLY BIRD) : 11 September - 6 October
- Registration (NORMAL) : 7 October - 3 November
- Registration (DM & BG) : 2 - 16 October
- DM & BG Brief : 20 October
- DM & BG Submission : 22 October
- DM Finalist announcement 1 : 27 October (max top 30 couples)
- BG Finalist announcement : 27 October (max top 10 couples)
- DM Award School : TBA
- DM Finalist announcement 2 : 24 November
- GALERY ENTRY : 27 November
- MasterClass : 23, 28 & 29 November
- FINALIST Announcement : 2 December
- BG Final Presentation : 23 November - Online
- DM Final Presentation : 7 December - in Bali
- Seminar & Awarding Night D1 : 7 December
- Seminar & Awarding Night D2 : 8 December

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WHAT'S NEW IN CITRA PARIWARA 36

• SEMINAR & MASTERCLASS • BG & DAUN MUDA • AWARDING NIGHT

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Main & Supporting Awards

1. DaunMuda will be split into 2 phases:
 - a. Phase 1: selection of max 30 pairs to be the finalists who will join DaunMuda School Awards
 - b. Phase 2: Selection of max 10 pairs to be the finalists who will present (offline) their works in CP36 event in Bali.
2. The judging process will be held in two types: online and offline
3. Starting 2023, the Gold-winning works will not be automatically qualified for Grand Prix.

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The Venue Sofitel Nusa Dua, Bali



• SEMINAR & MASTERCLASS • BG & DAUN MUDA • AWARDING NIGHT

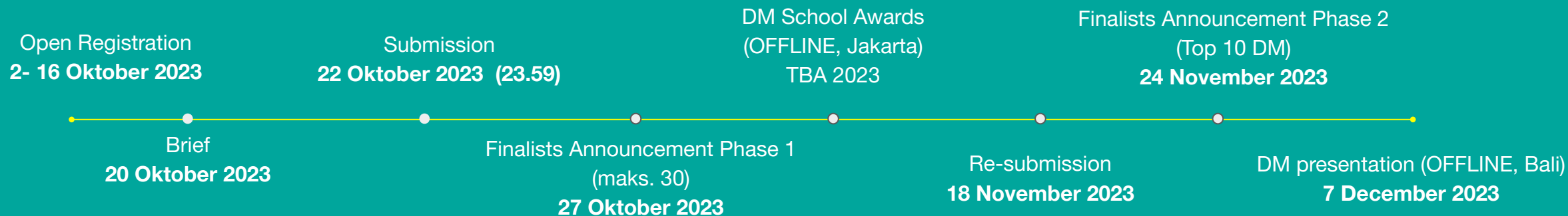
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BG & DAUN MUDA AWARD

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DaunMuda



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BG AWARDS

Open Registration
2- 16 Oktober 2023

Brief
20 Oktober 2023

Submission
22 Oktober 2023

Finalists Announcement
27 Oktober 2023

BG presentation (ONLINE)
23 November 2023

Announcement
8 December 2023

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THE JUDGES

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Takahiro Hosoda
CCO of TBWA/Hakuhodo
Japan



Andreas
CCO of Dentsu Creative,
Indonesia



Jon Chalermwong
CCO of Audacity Bangkok



Lila Talitha
Deputy Executive Creative
Director Of Flock Jakarta



Benny Krisman
Chief Digital Officer of Romp



Supparat Theparrat
Executive Creative
Director of Ogilvy Bangkok



David Stevanov
Saatchi & Saatchi,
New York



Tay Guan Hin
Creative Chairman of
BBDO Singapore



Faradi Bachri
Regional Director Digital
Marketing Performance of ADA



Fitri Rizayati
General Manager of
I-DAC Indonesia



Apiwat Patarlungkan
Creative Director of
TJT Bangkok



Wisnu Satya Putra
CEO Creative of
Dentsu Creative,
Indonesia



Kyle Matthew Duckitt
Head of Cultural Strategy
of BBH Singapore



Irvine Prisilia
Co-founder & Creative Director
TJT Bangkok



Andrux Andrus
Creative Director of
Grab Indonesia

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REMINDER SYSTEM FOR “OF THE YEAR”

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“OF THE YEAR” REMINDER

**PARTICIPANTS ARE OBLIGATED TO CHOOSE
THE PREFERRED CATEGORY**

(AUTOMATIC SUBMISSION DURING REGISTRATION)

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PARTICIPANTS

**CITRA PARIWARA 36's
REGISTRATION SYSTEM**

Category (Must choose 1)

CREATIVE AGENCY

DIGITAL AGENCY

MEDIA AGENCY

CRAFTSMANSHIP HOUSE

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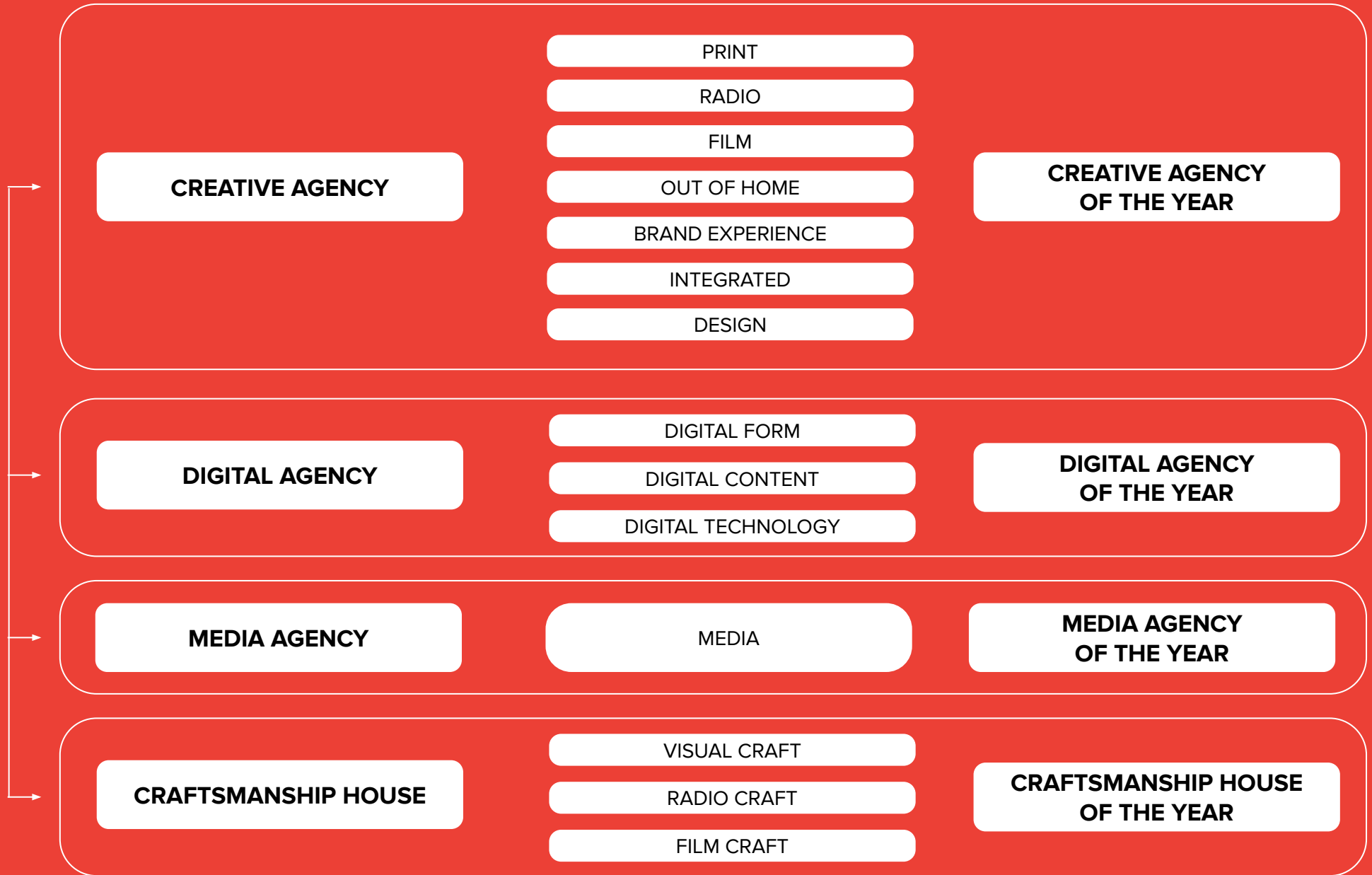
“OF THE YEAR” REMINDER

EVERY PARTICIPANT CAN ONLY CHOOSE 1 CATEGORY

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PARTICIPANTS

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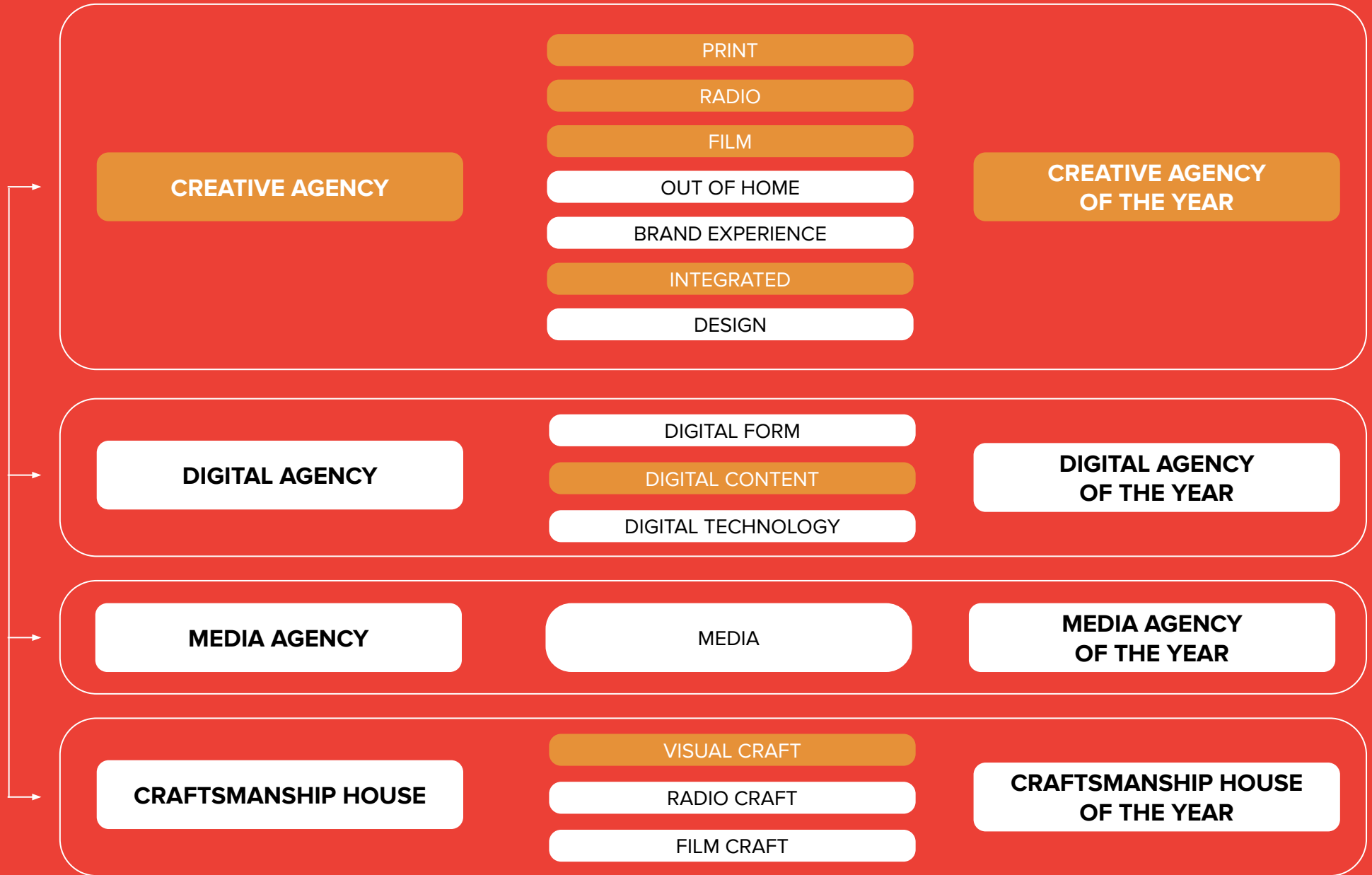
“OF THE YEAR” REMINDER

**ALL PARTICIPANTS HAVE THE RIGHT TO SUBMIT
THE SAME MATERIAL TO OTHER CATEGORY,
BUT ITS WIN WOULDN'T BE COUNTED AS
ELIGIBLE POINTS FOR “OF THE YEAR” AWARD.**

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PARTICIPANTS

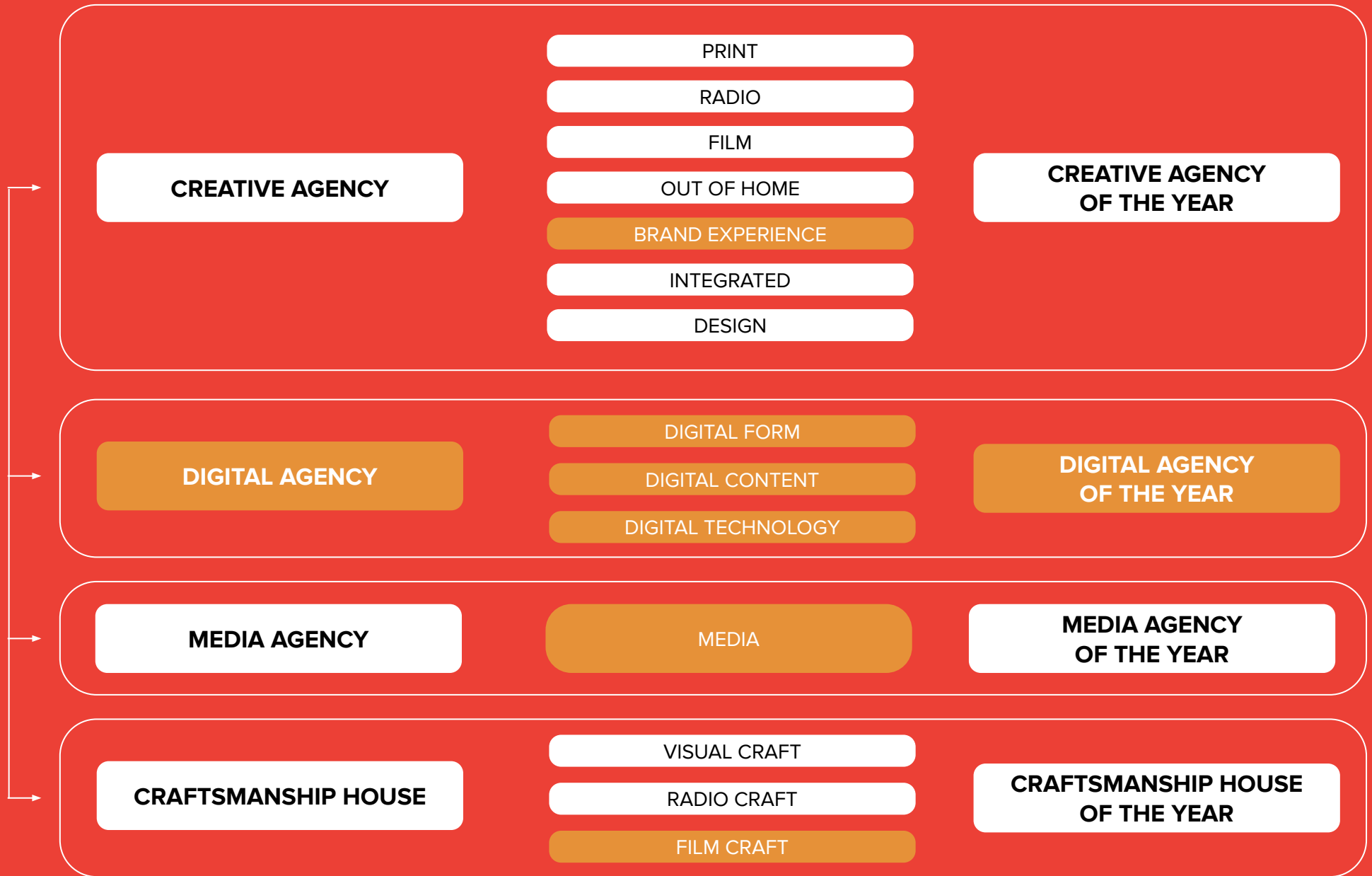
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PARTICIPANTS

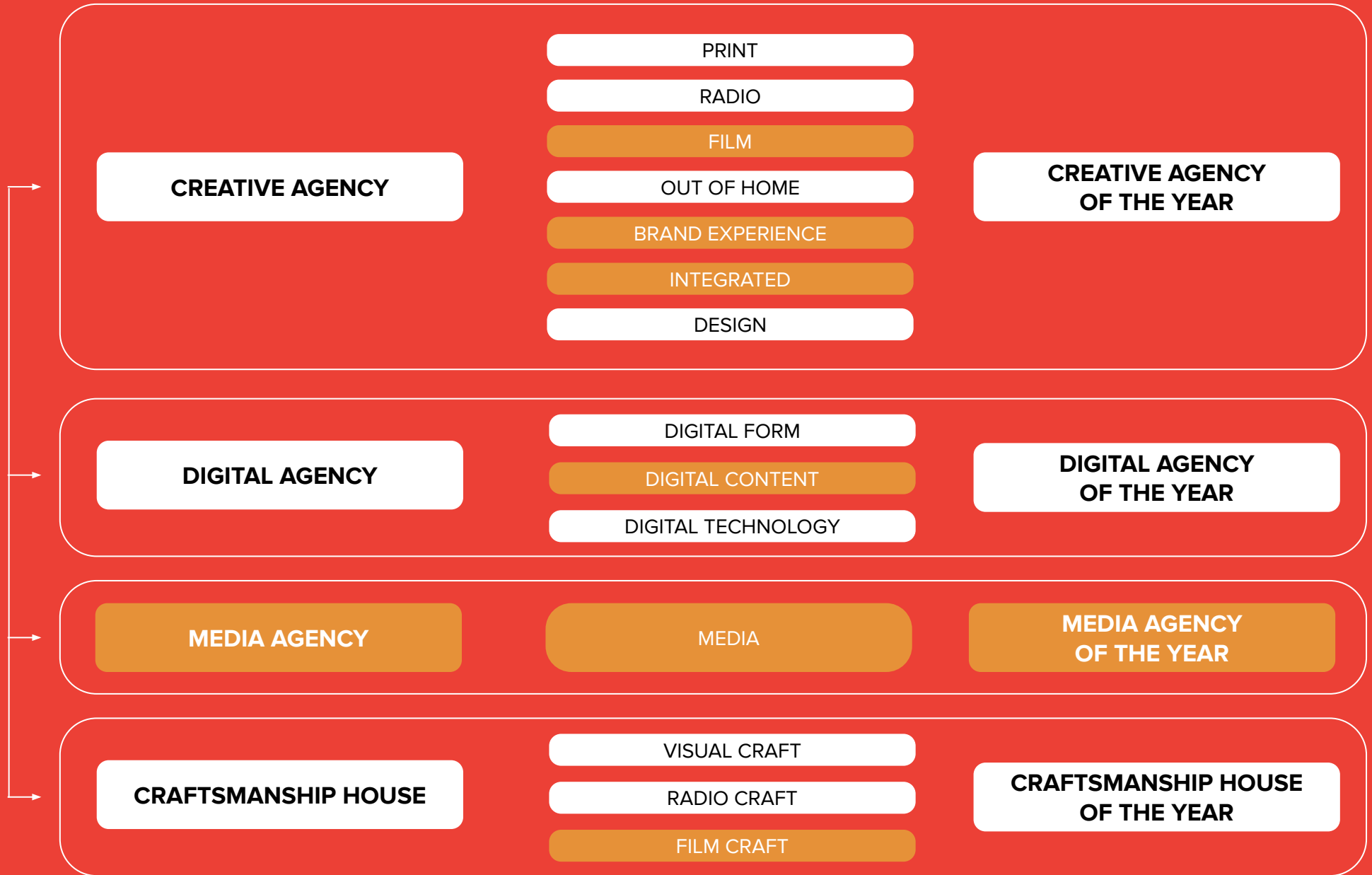
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PARTICIPANTS

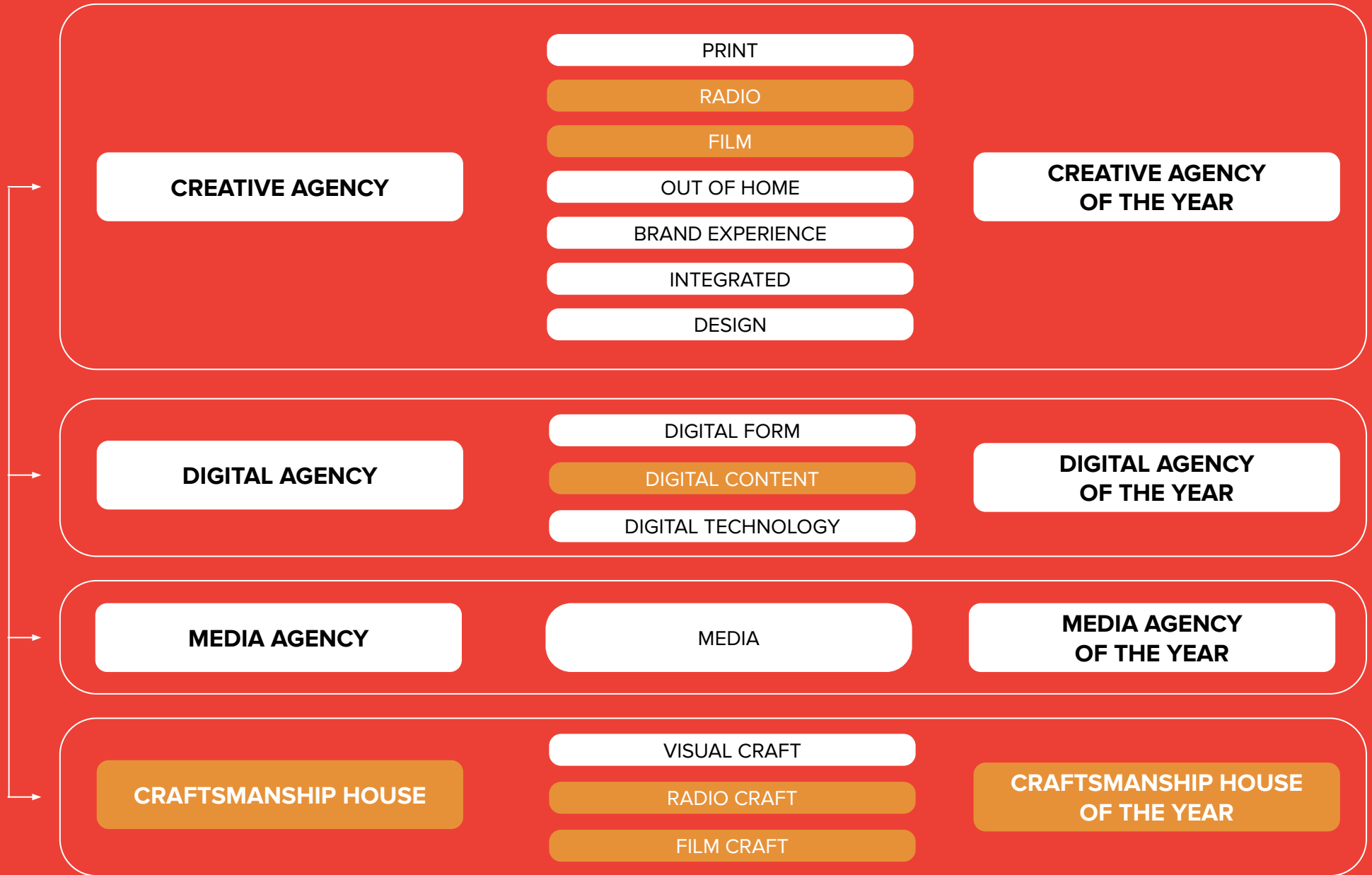
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PARTICIPANTS

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“OF THE YEAR” REMINDER

***ADVERTISER OF THE YEAR* WILL BE SCORED
BASED ON ALL THE WINNINGS FROM CATEGORY 1-11
EXCEPT CRAFT CATEGORY**

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ADVERTISER

CREATIVE AGENCY

PRINT

RADIO

FILM

OUT OF HOME

BRAND EXPERIENCE

INTEGRATED

DESIGN

**CREATIVE AGENCY
OF THE YEAR**

DIGITAL AGENCY

DIGITAL FORM

DIGITAL CONTENT

DIGITAL TECHNOLOGY

**DIGITAL AGENCY
OF THE YEAR**

MEDIA AGENCY

MEDIA

**MEDIA AGENCY
OF THE YEAR**

CRAFTSMANSHIP HOUSE

VISUAL CRAFT

RADIO CRAFT

FILM CRAFT

**CRAFTSMANSHIP HOUSE
OF THE YEAR**

• SEMINAR & MASTERCLASS • BG & DAUN MUDA • AWARDING NIGHT

SUMMARY OF THE YEAR CP 36

The Citra Pariwara Committee will award the Highest Awards as follows:

1. Creative Agency of The Year: Based on assessments in Categories 01 to 07. *(1
2. Digital Agency of The Year* Based on assessments in Categories 08 to 10. *(2
3. Media Agency of The Year: Based on assessments in Category 11. *(3
4. Craftsmanship House of The Year: Based on assessments in Categories 12 to 14. *(4
5. Advertiser of The Year: Based on assessments in Categories 01 to 11.

Starting from Citra Pariwara 2020, the accumulation of points to determine the 'of the year' winners is regulated as follows:

- (1) Points accumulation is only counted from participants who, during registration, choose to compete in the Creative Agency category.
- (2) Points accumulation is only counted from participants who, during registration, choose to compete in the Digital Agency category.
- (3) Points accumulation is only counted from participants who, during registration, choose to compete in the Media Agency category.
- (4) Points accumulation is only counted from participants who, during registration, choose to compete in the Craftsmanship House category.

(*) Individual participants will not considered for the "of The Year" awards.

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SYSTEM REMINDER

SYSTEM REMINDER REGISTRATION

1. Please **PAY ATTENTION NOT TO MAKE MISTAKES** when filling in the columns containing the company name (PT) and the commercial agency name.
2. For agencies that do not have a commercial agency name in the system, you can submit it directly through the system. **MAKE SURE** that when filling in the commercial agency name column, it is correct.
3. Any mistakes made by participants are not the responsibility of the committee.

SYSTEM REMINDER SUBMISSION

1. Please **PAY ATTENTION NOT TO MAKE MISTAKES** when filling in the columns containing the Client's & Brand's name. **IT MUST** be filled in with the commercial Client's name (not the PT name), for example:
 - a. Brand: Pantene, Client: Procter & Gamble.
 - b. Brand: Tokopedia, Client: GoTo Group
2. When submitting an entry, **DO NOT FORGET** to add a field for the names of team members who worked on the material. **IT CANNOT BE REVISED** once submitted.
3. If you want to make revisions for adding fields, **YOU MUST CREATE A NEW** submission form for everything that has already been worked on.
4. Approval letters from clients **ONLY APPLY** to 1 entity.
5. Any mistakes made by participants are not the responsibility of the committee.

SYSTEM REMINDER PAYMENT

1. Starting from 2023, 1 payment proof **CAN ONLY BE USED** for 1 invoice and **CANNOT BE USED** for 2 invoices or more.
2. Please pay attention to the specified date and time for making payments, especially for those who have submitted during the early bird period.
3. If payment is not made during that period, automatically, participants must redo the entire submission process.
4. Any mistakes made by participants are not the responsibility of the committee.

SYSTEM REMINDER SUBMITTED MATERIALS

1. The entire exhibition will be conducted online; therefore, the committee **NO LONGER REQUESTS PHYSICAL COMPETITION MATERIALS.**
2. For competition materials in the form of 3-dimensional objects (e.g., packaging), please provide detailed videos and photos to assist the judges in understanding.
3. The committee **RESERVES THE RIGHT TO REQUEST THESE 3-DIMENSIONAL MATERIALS** if needed. Participants are expected to be prepared to send them when requested.
4. For details on file formats and sizes, please refer to the registration manual.

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MOST COMMON MISTAKES

Most common administration mistakes:

1. Participants voluntarily withdraw for various reasons (client disagreement, copyright, etc.).
2. Participants have not submitted the advertising material for the competition by the specified deadline or have not paid the competition fee.
3. The advertising material has previously been entered in Citra Pariwara in the previous year by another advertising agency.

Referring to the Citra Pariwara Competition Registration Guidelines, in the General Requirements section, it is stated that advertising creative works must meet the following criteria:

"It is prohibited to participate in the competition twice. If a participant's advertisement is proven to have been previously entered into Citra Pariwara, and the advertising material has not undergone fundamental changes in its creative and conceptual aspects, it will be automatically disqualified."

Most common administration mistakes:

4. The participant's materials do not meet the administrative requirements (in accordance with the Citra Pariwara Competition Registration Guidelines) for the category they are entering, by including materials that do not match the category they have chosen.
5. The participant's materials also do not comply with the General Requirements, which state: "One advertising work in one competition category can only be registered and recognized under the name of one party."

In the event that one advertising work is registered by more than one party for a single competition category, the Committee will only acknowledge the earliest registrant. The other participants will be considered as withdrawing."

This often happens when, for example, both an advertising agency and a production house register for the same advertising work in the same category.

Most common administration mistakes:

6. The entry is not in line with the specific guidelines for a category. For example: In the "Media Mix" category, the guidelines state: "Media Mix - Advertising campaigns broadcast on a minimum of 3 (three) different types of media." The entry is disqualified because the advertisement only uses 2 different types of media.
7. In the "Digital (Online Video) Citrapariwara" category, the guidelines specify: "All forms of digital video spots (not broadcast on TV/Cinema), including different segments of a TV/Cinema advertisement." The entry is disqualified because the advertisement has been broadcast on TV, including different segments of a TV advertisement.
8. In the "Serial" category, which requires a minimum of 2 entries, one version of the entry violates ethical guidelines (EPI) and doesn't pass the ethics screening. Automatically, the entry series also fails to meet the competition requirements for the "Serial" category, which stipulates a minimum of 2 entries.

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BPP EXPLANATION

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DEMO SYSTEM REGISTRATION

https://docs.google.com/presentation/d/1Tfn9MTcYNJ_8Y3D50hkXjY-pjxY6XOVJfj9kwmbZMo/edit#slide=id.g146478bdefd_0_139

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PLEASE CHECK WEBSITE FOR DETAILS!

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Sekretariat Panitia Citra Pariwisata 2023

Alvita I. Djansen / Helda Pardede

Sekretariat P3I DKI Jaya

The Darmawangsa Square, Basement #63

Tel.: 021-7280 1829

Hotline Pendaftaran Materi Lomba:

Pendaftaran CP 36

HP / WA: 0818 0671 0462

Email:

registration@citrapariwara.org

dm@citrapariwara.org

bg@citrapariwara.org

Hotline Tiket Seminar dan Malam Anugerah

Alvita I. Djansen / Helda Pardede

HP / WA: 0812 89 7000 68

Email: info@p3ijakarta.com

Twitter: [@citrapariwaralD](https://twitter.com/citrapariwaralD)

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

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THANK YOU