

# 2025 China Advertising Industry Grand Awards - Commercial Advertising Great Wall Awards Entry Kit

## About the Award

The 32nd China International Advertising Festival (CIAF), hosted by the China Advertising Association (CAA), will be held in Beijing, China from 23 October to 26 October 2025.

The China Advertising Industry Grand Awards - Commercial Advertising Great Wall Awards (hereinafter referred to as the "Great Wall Awards"), one of the most important components of the festival, stands as a long-standing and profoundly-influential professional awards

recognizing creative excellence in commercial advertising.

The Great Wall Awards, through 43 years of continuous iteration and evolution, have established an industry benchmark system that covers the full brand value chain. As of 2024, the Great Wall Awards receive over 10,000 entries annually on average, with a participation rate of 92% among top brands. The commercial conversion effectiveness of winning works has demonstrated a 37% year-on-year improvement,

consistently reinforcing the industry-wide consensus that “the pinnacle of advertising excellence resides at the Great Wall Awards”.

## Entry Requirement

1. All entries shall respect the general aesthetic standards of the public, must avoid infringing upon the religious beliefs of any ethnic group or nation, and refrain from including pornographic, violent, or other inappropriate content.
2. All entries submitted must be original works that showcase unique creativity. Entries should be well-produced, well-structured, memorable and impactful, and capable of conveying clear and accurate messages.
3. All entries (and supporting materials) must be submitted in English.



Key Dates

- Open for Entries: 10 May 2025
- Submission Deadline: 31 August 2025
- \* All entries (and supporting materials) must be submitted online no later than 31 August 2025, Beijing time (UTC+8). Late submissions will not be accepted.
- Preliminary Judging: Early September 2025
- Final Judging: End of September 2025
- Results Announcement: Late October 2025

Categories

Video	Videos broadcast on TV, digital platforms and other media channels can be entered in this category.  Entries submitted should demonstrate strong visual impact and high creativity to effectively engage the target audience.
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Print	Works that convey advertisers' messages to consumers through graphics, text, and colors, etc on two-dimensional media for promotional purposes can be entered in this category. Entries submitted should demonstrate innovative design novelty and reflect contemporary cultural and aesthetic trends, along with unique visual expression techniques and strong emotional appeal and resonance.
Publications & Packaging	Works that employ graphic design techniques in the design of publications, magazines, books, brochures, and covers of such materials, as well as in packaging design can be entered in this category. Entries submitted should showcase masterful use of graphic design techniques and typography skills, shall possess a strong and unique brand identity, be vividly and visually engaging and captivating, and effective in conveying information.

Eligibility Period

- All entries submitted must have been published in media between 10 May 2024 and 30 August 2025.

Entry Specifications

Video	<ul style="list-style-type: none"><li>- Format: MP4, with H.264 encoding</li><li>- Size: 100 MB per video maximum</li><li>- Length: 3 minutes per video maximum</li><li>- Series: Two (2) or more videos can only be submitted as A Series. Videos in A Series must be numbered in logical order and submitted sequentially.</li></ul>
Print Publications & Packaging	<ul style="list-style-type: none"><li>- Format: a digital presentation image in JPG or PNG format, in CMYK color mode</li><li>- Resolution: 300 DPI minimum</li><li>- Size: 5 MB per image maximum</li><li>- Series: Two (2) or more images can only be submitted as A Series. Images in A Series must be numbered in logical order and submitted sequentially.</li></ul>

How to Submit

1. All entries must be submitted online.
2. Please follow the steps below to submit your entry/entries:
  - a. Visit <http://en.ciaf.pqinfo.net/>
  - b. Follow the on-screen instructions to complete your submission(s).

Important Notes

1. Any form of plagiarism or copyright infringement is strictly prohibited. Any entrant company/organization or individual that has been confirmed to have committed plagiarism by the organizing committee after review and verification, will be disqualified from participating in the current year.
2. Entries must respect intellectual property rights. Entrant companies / organizations or individuals shall bear full legal responsibility for any disputes or liabilities arising from or relating to, but not limited to, image rights, copyrights, trademark rights, name rights,

or data confidentiality.

3. Data contained in and/or relating to entries submitted must be authentic and valid. Any third-party data used must be cited with verifiable sources.

4. The entry should be double-checked before submission. Any modification after submission will not be accepted.

5. To enable more industry practitioners to access and be inspired by the outstanding creative works, and to widely promote creative excellence, the organizing committee retains the right to promote, exhibit, edit, publish and distribute the entries.

6. The organizing committee reserves the right of final interpretation.

## Commendation

- The commendation features four tiers: Grand Prix, Gold, Silver, and Bronze.

- Trophies and certificates will be presented to winning companies/organizations or individuals.

## Fees

- No fees are required for entries, trophies, or certificates.

## Contact Us

- Phone: +86-10-65924171

- Email: [chufangyuan@china-caa.org](mailto:chufangyuan@china-caa.org)

