

**TERMS AND CONDITIONS FOR THE 16TH EDITION OF THE 2026 IMMA
COMMUNICATION AWARDS**

PRESENTATION OF THE 2026 IMMA COMMUNICATION AWARDS

2026 will see the 16th edition of the **IMMA Communication Awards**, organised by the Faculty of Communication Sciences at UNIVERSITAT INTERNACIONAL DE CATALUNYA, FUNDACIÓ PRIVADA (hereinafter, UIC Barcelona).

1.- OBJECTIVES OF THE 2026 IMMA COMMUNICATION AWARDS

The main aim of this annual event is to promote creativity and talent in the field of communication, recognising and rewarding, in its various categories, the best creative works produced by UIC Barcelona students and alums, as well as university and non-university students from any national educational institution.

2.- ORGANISATION OF THE 2026 IMMA COMMUNICATION AWARDS

The creation, organisational development and awarding and presentation of the various prizes for the 2026 IMMA Communication Awards are the responsibility of the Faculty of Communication Sciences at UIC Barcelona (hereinafter, the Organiser).

3.- REGULATORY FRAMEWORK OF THE 2026 IMMA COMMUNICATION AWARDS

The 2026 IMMA Communication Awards will be governed by these terms and conditions and the decisions made by the Organiser in their application and interpretation.

4.- PARTICIPANTS IN THE 2026 IMMA COMMUNICATION AWARDS

The following individuals are eligible to take part in the 2026 IMMA Communication Awards:

1. In the main categories:

- a. Students from any year studying in the Faculty of Communication Sciences at UIC Barcelona.
- b. Alums from the Faculty of Communication Sciences at UIC Barcelona who graduated in the previous academic year (2024-2025), provided that the project, piece, production or campaign they submit corresponds, in whole or in part, to the Bachelor's Degree Final Project they presented after 22 April during the 2024-2025 academic year.

2. In the special category: Ad Salutem Award – powered by MALROV – for the best creative HEALTH campaign: Students from any Spanish university, between the ages of 18 and 30.

Anyone who does not meet the criteria specified in these terms and conditions or, where applicable, in the brief for the special category will not be admitted in the category in which they submitted an entry or in any other categories, unless they have expressly entered those categories and meet the necessary requirements.

Entries may be individual or collective, in which case the prize and any distinctions will be shared among the participants.

Participants may:

- a. Submit the same creation in different categories, provided that the requirements for each are met.
- b. Submit more than one creation in the same category, provided that each meets the requirements for that category.

5.- CATEGORIES OF THE 2026 IMMA COMMUNICATION AWARDS

Main categories:

1. **Photography:** One single photograph.
2. **Sound and Music:** A project that involves sound production and may take the form of a song, jingle, podcast, music video, sound design for a work of fiction or similar.
3. **Fiction Production:** An audiovisual production with a fictional story – in which the setting and characters are imaginary – and which may take the form of a short film, music video, sound fiction or similar.
4. **Non-Fiction Production:** An audiovisual production that attempts to depict or reflect on reality from a critical or creative perspective and may take the form of a documentary, television report, audio report, chronicle, interview or similar.
5. **Written Journalist Piece:** Informative texts (news article, report, interview), opinion pieces (editorial, column, opinion article) or mixed formats (chronicle).
6. **Advertising Campaign or Brand Action:** Graphic, sound and audiovisual campaigns that may be shown on television, at the cinema, in print or on the internet or heard on the radio or podcasts, and may take the form of an advertisement, branded content, jingle, print advertisement, digital campaign, public relations campaign or similar. If part of an advertising campaign, choose specific pieces and submit them individually. If part of a

communication campaign, choose specific communication actions and submit them individually.

All projects, pieces, productions or parts of campaigns submitted in the main categories must be original works created by the participant(s) submitting them as part of the 2026 IMMA Communication Awards. The projects must have been completed during the current academic year (2025-2026). Projects from the previous academic year (2024-2025) may also be submitted, provided that they were presented to the subject lecturers for grading after 22 April 2025.

Proof that the project, piece, production or campaign are unoriginal or not authored by the participant(s) will result in immediate disqualification.

Special category:

Best Creative HEALTH Campaign by Marlov: A creative concept applied to either a graphic or 20-second advertisement for a campaign aimed at raising awareness about people with down syndrome. In both cases (graphic or advertisement), the creative concept will be valued more highly than the execution. A brief on the special category is provided.

The submitted works may be in Spanish or Catalan.

All short films and campaigns must be original works created by the participant(s) submitting them as part of the 2026 IMMA Communication Awards. Proof that the short films or campaigns are unoriginal or not authored by the participant(s) will result in immediate disqualification.

Special UIC Barcelona Values Distinction:

From all the works submitted as part of the 2026 IMMA Communication Awards, the Organiser will select one for a special non-monetary distinction, which represents one or more of the values upheld by the University. Information on these values is available on the official website <https://www.uic.es/en/university/uic-barcelona/mission-vision-and-values>.

6.- TIMETABLE FOR THE 2026 IMMA COMMUNICATION AWARDS

The timetable for the various events and activities comprising the 2026 IMMA Communication Awards is as follows:

1. **Entry period:** The entry period will begin on 20 December 2025 at 12.00 (Barcelona) and end on **23 February 2026 at 12.00 (Barcelona time)**. Entries will be submitted online through the entry forms and in accordance with the instructions for completing and submitting documentation, which will be available on the official website and within these terms and conditions. To this end, and without prejudice to the technical specifications referred to in paragraph 7 below:

- a. To take part in the **main categories**, participants must complete this [FORM](#) and send the project, piece, production or campaign via WeTransfer to comuic@uic.es.
- b. To take part in the **special category**, participants must complete this [FORM](#) and send the project, piece, production or campaign via WeTransfer to comuic@uic.es.

If participants wish to enter more than one category or submit multiple creations in the same category, they must complete a separate form for each category and/or creation.

2. **Confirmation of participation:** The Organiser, after verifying that the requirements for each category are met, will individually inform each participant whether they have been admitted. These notifications will be sent before 25 February 2026.
3. **Awards Ceremony:** The panel will make a decision and the awards will be presented on 17 March 2026, at 12.00 (Barcelona time) in the Aula Magna at UIC Barcelona (Barcelona Campus, Carrer Immaculada, 22, Barcelona). The awards ceremony will be a public, on-site event open to all participants, their families and third parties. The event will not be recorded in its entirety, nor will it be broadcast live or in any other format.

7.- TECHNICAL SPECIFICATIONS OF THE CREATIONS

Participants wishing to submit one or more creations as part of the 2026 IMMA Communication Awards must adhere to the following specifications:

1. Complete the form referred to in paragraph 6 above.
2. Assign a name to the file containing the project, piece, production, campaign or short film they have created.
3. Send the form and file to comuic@uic.es via WeTransfer, with the subject line as follows: file name and submission category(ies). Under no circumstances will files submitted via any platform other than WeTransfer be accepted.
4. Where applicable, audio files must be submitted in mp3 format and must be accompanied by an image that will be projected during the audio playback (the image may be static or dynamic, with a resolution of 1920 x 1080 px).
5. Where applicable, video files must be submitted in mp4 format, with a resolution of 1920 x 1080 (HD) and a maximum size of 500 MB and must include three seconds of black screen at the beginning and five seconds of black screen at the end.

8.- THE 2026 IMMA COMMUNICATION AWARDS PANEL

The 2026 IMMA Communication Awards panel will be made up of industry professionals specialising in different fields of communication.

The winners in each category will be selected based on the panel's assessment of the projects, pieces, productions, campaigns or short films and will be announced during the awards ceremony. The panel's decisions will be final. The panel also reserves the right not to award a prize (in which case the funds will not be redistributed among the remaining awards) or to award a prize *ex aequo* (in which case the prize will be equally divided among the winners).

The Special UIC Barcelona Values Distinction will be decided exclusively by the Organiser.

9.- 2026 IMMA COMMUNICATION AWARDS

The Organiser will award the following prizes, each with the following amounts:

Main categories:

- Photography category: €300 Amazon voucher
- Sound and Music category: €300 Amazon voucher
- Fiction Production category: €300 Amazon voucher
- Non-Fiction Production category: €300 Amazon voucher
- Written Journalist Piece €300 Amazon voucher
- Communication or Advertising Campaign: €300 Amazon voucher

Special category: Ad Salutem Award – powered by Malrov: €1,500

Special UIC Barcelona Values Distinction (non-monetary).

The applicable tax regulations will apply to these monetary prizes.

10.- GENERAL TERMS APPLICABLE TO THE 2026 IMMA COMMUNICATION AWARDS

Acceptance of the terms and rules:

These terms and conditions are taken as understood and accepted in their entirety the moment the participant enters the 2026 IMMA Communication Awards. As of this time, participants undertake to comply with the terms and rules set by the Organiser for the proper conduct of the awards. Participants also undertake to comply with the panel's decisions.

The Organiser reserves the right to modify these terms and conditions, in whole or in part, at any time and even cancel them if any irregularities arise that could affect the proper functioning of the events, activities, interventions and/or auditions during the 2026 IMMA Communication Awards. Any such incident will be duly communicated on the official website.

Provision of resources:

The Organiser will provide the physical spaces and/or technical resources deemed necessary for the optimal functioning of the 2026 IMMA Communication Awards. All information regarding the functioning of the 2026 IMMA Communication Awards will be communicated in due course and sufficiently in advance via the official website.

Transfer of rights of identification, image and audiovisual recording:

The awards ceremony may be partially recorded (with audiovisual, electronic, video, still photography or other similar formats) and broadcast via the Organiser's media (internal and external communications and publications, corporate website and/or social media platforms). Images and voices will be recorded solely for the purpose of organising the 2026 IMMA Communication Awards and for informing about and promoting the awards ceremony and its winners. Under no circumstances will the recordings of voices and images from the awards ceremony be used for commercial exploitation by UIC Barcelona. By entering the 2026 IMMA Communication Awards, participants expressly authorise UIC Barcelona to record, store, reproduce and disseminate their images and voices for the aforementioned purposes, waiving any rights that may apply.

Personal data protection:

Any personal data provided by participants in the entry form and any relevant documents will be collected, processed and stored by the Organiser solely for the purpose of fulfilling the objectives of the 2026 IMMA Communication Awards, in accordance with personal data protection regulations.

Participants may exercise their rights of access, rectification, erasure, restriction, opposition, data portability or any other applicable rights by sending a written request to dpd@uic.es or to UIC Barcelona's postal address, specifying which rights they wish to exercise in relation to their personal data in the context of the 2026 IMMA Communication Awards.

By entering the 2026 IMMA Communication Awards, participants expressly authorise UIC Barcelona to collect and process their personal data for the aforementioned purposes, as well as to transfer this data to the partner organisations involved in the 2026 IMMA Communication Awards.

Communication:

All public communication regarding the awards will be made via the official website. Any communications directed exclusively to participants will also be made on the official website under the relevant section.

Resolution of incidents:

Any incident regarding the functioning of the 2026 IMMA Communication Awards will be resolved by the Organiser as promptly as possible to ensure the smooth running of the event.

In any case, participants waive any other jurisdiction and agree to resolve disputes in the Courts of the city of Barcelona.

11.- ENTRY INTO FORCE OF THESE TERMS

The terms and conditions for the 16th edition of the 2026 IMMA Communication Awards will come into effect the day they are published on the [official UIC Barcelona website](#).