

APPLICATION RULES AND CONDITIONS 2026.

SOMO ADVERTISING



Below are the application rules and conditions for the Advertising categories for 2026. Please read them carefully.

ELIGIBILITY PERIOD

For SoMo Borac powered by Aleph 2026, you may submit digital projects including campaigns, content and products (activations, websites, applications and similar) created between September 1, 2025 and September 23, 2026 by the end of the day (11:59 PM), provided that they have not been submitted to a previous edition of SoMo Borac.

Projects created earlier may be submitted under the following conditions:

- If the project was upgraded or significantly changed during the stated period compared to the original version (e.g. a new functionality of an existing digital product). In this case, it is important to clearly explain how the project was changed compared to the original version and why.
- If the project achieved significant results during the stated period (e.g. a campaign that started earlier but achieved its best results during this period). In this case, it is important to clearly highlight the results achieved during the stated period and confirm that the same project has not previously been submitted to SoMo Borac.
- In the case of the SoMo Tech and Digital Product categories, you may submit a project created after January 1, 2025, provided that it was available during the period after September 1, 2025 and that it has not been submitted to a previous SoMo Borac.
- In the case of the Digital OOH category, you may submit a project created after January 1, 2025, provided that it has not been submitted to a previous SoMo Borac.

WHO CAN APPLY TO SOMO ADVERTISING 2026?

Companies, startups, scaleups, digital publishers, agencies, gaming companies, individuals and others may apply to SoMo Advertising 2026.

APPLICATION DEADLINE

The application deadline is September 23, 2026 by the end of the day (11:59 PM).

CAMPAIGN MARKET

Submitted projects must be intended for the market of any country within the Adriatic region, except in the case of the Digital Product and Special Mention by Aleph categories, in which projects may be intended for any market, within or outside the Adriatic region.

FORMAT

Along with the completed online application form, applicants must submit a video (YouTube or Vimeo link) with a maximum duration of 3 minutes (MP4 format, 720p or 1080p).

WHAT SHOULD AND SHOULD NOT BE INCLUDED IN THE APPLICATION?

- The video itself must clearly present the three elements evaluated by the jury: originality and creativity, quality of execution and results.
- The organizer reserves the right to request additional clarification or corrections if the application is incomplete, not in accordance with the rules, or does not contain sufficient information for judging.
- To ensure objectivity during the judging process, the application and video material must not contain the name of the applicant, agency, production company, startup, company or individual submitting the work. Exceptions apply in cases where the applicant and client are the same company, or when the identity of the applicant is necessary for understanding the project itself.

- If the campaign is part of a global campaign, all applicants are asked to clearly state this and demonstrate how their localization differs. In addition, all three evaluated elements must be presented: originality and creativity, quality of execution and results.
- If the same project is submitted to multiple categories, we recommend preparing separate video submissions and emphasizing the aspects most relevant to each category.
- We recommend preparing applications in English, as jury members do not have equal understanding of all regional languages, considering that they come from across the Adriatic region and beyond.

HOW DOES THE JURY EVALUATE THE WORK?

In all categories, each evaluation criterion carries equal weight.

Originality and Creativity

Explain the creative solution and insight, how you arrived at it, why it is important for your project and target audience, and what makes the submitted work unique.

Quality of execution

Many elements make a final project complete: user experience, interface, content, special elements such as video, interactive additions, distribution methods, technologies used and even the smallest details. Show how you used all of these elements.

Results

What results did you achieve compared to your original goals and beyond them? Use concrete figures that confirm the success of the work and specify the source of the data.

PARTS OF THE APPLICATION THAT ARE NOT EVALUATED BUT HELP THE JURY BETTER UNDERSTAND THE SUBMISSION:

Background

Tell us more about the context of the industry/product/competition in which your project exists. Tell us about the target audience and their behaviour, and explain how your project or product fits into that target audience.

Goals

Tell us what goals were set during the planning of the project.

WHAT DOES THE JUDGING PROCESS LOOK LIKE?

There are two rounds of judging. In the first round, jury members individually evaluate the submitted works and a shortlist is formed in each category. The confirmed shortlist will be announced no later than seven days before the award ceremony.

The second round includes the selection of the three finalists who will receive awards. In each category, three awards are presented: first place receives the large SoMo Borac trophy, while second and third place receive the smaller SoMo Borac trophy.

APPLICATION FEES

The application fee for submitting a project to SoMo Borac powered by Aleph by September 1, 2026, is EUR 165 per project.

The application fee for submitting a project to SoMo Borac powered by Aleph between September 2 and September 23, 2026, is EUR 215 per project.

With every four submissions, the fifth submission is free.

Applications for the Special Mention by Aleph category are free of charge.

NOTE FOR APPLICANTS

If the same project is submitted to multiple categories, the application must be adapted to the criteria of each individual category. We recommend separate video submissions or clearly adapted versions of the application that emphasize what is important for the specific category.

Note: The organizer, with the consent of the jury, reserves the right to amend the competition rules.

CATEGORIES

1. SOMO SOCIAL STRATEGY

An unavoidable part of every communication strategy today – whether ongoing or campaign-based – is social media. The SoMo Social category focuses on long-term social strategies, continuous content and integrated communication with users across social media channels. Since this category evaluates always-on content that requires continuous production and attention, the performance must cover a minimum period of 3 months.

Please pay attention to:

- Long-term social strategies.
- Continuous communication content.
- Always-on content.
- Clearly highlight originality and creativity, quality of execution and results (it is also recommended to explain the context and goals so the jury can better evaluate the work).

2. SOMO CONTENT

Without quality content, it is impossible to reach audiences today. That is why the SoMo Content category rewards the best content marketing projects. Content projects may include newsletter strategies, video series, online magazines, blog posts, e-books, social media content, TikTok videos and all other forms of content.

Please pay attention to:

- Hero content that is not necessarily always-on, but can be.
- Clearly highlight originality and creativity, quality of execution and results (it is also recommended to explain the context and goals so the jury can better evaluate the work).

3. TIKTOK

The TikTok category rewards a brand channel that demonstrates continuous quality, has existed for at least 2 months or contains at least 16 posts. We evaluate originality and creativity, quality of execution and achieved results, and all three elements must be outstanding to win the award.

Please pay attention to:

- Consistent quality.
- Number of published posts.
- Clearly highlight originality and creativity, quality of execution and results (it is also recommended to explain the context and goals so the jury can better evaluate the work).

4. DA – DIGITAL ACTIVATION

Digital platforms are often used to activate target audiences in many different ways. All campaigns whose primary objective was user activation should be submitted here. This includes contests, influencer campaigns and all other forms of activation.

Please pay attention to:

- Well-designed campaigns focused on user activation.
- Clearly highlight originality and creativity, quality of execution and results (it is also recommended to explain the context and goals so the jury can better evaluate the work).

5. DIGITAL MIX

The best campaign executed across multiple digital platforms will earn its SoMo Borac in this category. Platforms may include social media, Google, websites and everything else considered digital.

Please pay attention to:

- Diversity of platforms.
- Use of channels – explain why those channels were essential.
- Clearly highlight originality and creativity, quality of execution and results (it is also recommended to explain the context and goals so the jury can better evaluate the work).

6. SOMO TECH

This category is focused on recognizing and rewarding campaigns that innovatively used the latest technologies. The category is intended for campaigns in which technology is a key part of the idea, execution or user experience, rather than merely technical support. It is reserved for campaigns that raised the bar in applying technological solutions, achieved outstanding results and stood out above others.

Please pay attention to:

- Exploration of new technologies and their application.
- Upgrades of existing products may be submitted.
- You may submit a project created after January 1, 2025, provided that it was available during the period after September 1, 2025 and that it has not been submitted to a previous SoMo Borac.
- Clearly highlight originality, creativity, quality of execution and results. It is recommended to explain the context and goals so the jury can better evaluate the work.

7. DIGITAL PRODUCT & WEB EXPERIENCE

Digital products, websites, platforms and other digital solutions that, through innovative ideas, functionality and high-quality execution, enable organizations to explore new aspects of digital business or improve the way they present their products, services or brands. The category includes mobile, web and multiplatform solutions, startups, digital services and web experiences with a comprehensive approach to user experience, content, functionality and results.

Please pay attention to:

- The category includes digital products, websites, web platforms, mobile applications, digital services, startups and other digital solutions.
- A comprehensive approach is evaluated, from idea and functionality to user experience, execution and results.
- The category does not include exclusively visual redesigns, minor technical improvements or cosmetic changes to existing products or websites.
- If the submission is an upgrade, redesign or new version of an existing product or website, it is necessary to clearly explain what was significantly changed and why.
- If the same product exists in another market, it is necessary to present the context and specifics of the market for which the project is submitted.
- You may submit a project created after January 1, 2025, provided that it was available during the period after September 1, 2025 and that it has not been submitted to a previous SoMo Borac.
- Clearly highlight originality, creativity, quality of execution and results. It is recommended to explain the context and goals so the jury can better evaluate the work.

8. SOMORITANAC

The SoMoRitanac category rewards campaigns and projects that raised awareness of an important global or local issue (e.g. helping vulnerable groups or contributing to solving a social issue).

Please pay attention to:

- Specificity of the issue and solution.
- Local context.
- Use of digital channels.
- Clearly highlight originality and creativity, quality of execution and results (it is also recommended to explain the context and goals so the jury can better evaluate the work).

9. SOMO GROWTH

This highly performance-oriented category focuses on concrete and measurable results: from sales growth to efficient lead generation achieved through tactics such as SEO, CRO and other digital effectiveness approaches. The category is not intended for campaigns whose primary objective is awareness, reach, engagement or brand lift, unless it is clearly demonstrated how the activities led to a concrete and measurable business result. The category is intended for campaigns that achieved provable success on a local or regional level. Results account for as much as 70% of the total score, while the remaining 30% relates to innovative elements such as creative solutions or the use of different platforms. SoMo Growth is exactly what its name suggests – a category that rewards measurable growth.

Note: Applications for the SoMo Growth category automatically enter the competition for the Special Mention by Aleph award.

Please pay attention to:

- Results. The largest part of the evaluation, as much as 70%, is based on achieved results.
- Present relevant performance metrics such as sales, revenue, leads, conversions, ROAS, CPA, CAC, conversion rate, user growth, database growth, SEO results or other measurable growth indicators.
- Clearly highlight originality, creativity, quality of execution and results. It is recommended to explain the context and goals so the jury can better evaluate the work.

10. SOMO VIDEO IMPACT

In this category, we are looking for video content that has achieved concrete and measurable results in the digital environment. The video may be produced or adapted for digital channels and includes formats such as YouTube videos, online series, video ads, branded content and video-first social media content. This category is not intended solely for the best video production, but for video content that has demonstrably contributed to business or communication results. If video was the key format in achieving the campaign's results, this is the category for you. Results account for as much as 70% of the overall score, so clearly demonstrate how the video content contributed to the campaign goals and made a tangible impact.

Note: Applications for the SoMo Video Impact category automatically enter the competition for the Special Mention by Aleph award.

Please pay attention to:

- A video-first approach and the strategic context of distribution.
- Quality of execution and production standards.
- Clearly separated paid and organic results. Performance is key, as results account for 70% of the overall score.
- Present relevant metrics such as views, completion rate, watch time, reach, frequency, engagement, conversions, sales, leads, brand lift, or other performance indicators.
- If you used performance marketing tools and approaches such as A/B testing, dynamic optimisation, platform tools, Meta Ads, Google Ads, TikTok for Business, first-party data, and similar solutions, be sure to include them in your submission.
- Clearly highlight originality, creativity, quality of execution, and results. It is also recommended to explain the context and objectives set, so the jury can evaluate the work as accurately as possible.

11. DIGITAL OUT-OF-HOME (DIGITAL OOH)

Digital OOH is a category that rewards campaigns that made us stop in the street, while walking through the city or shopping malls, held our attention for a long time or encouraged interaction with a digital screen. Within this category, we reward the innovation achieved through thinking outside the box.

Please pay attention to:

- You may submit a project created after January 1, 2025, provided that it has not been submitted to a previous SoMo Borac.
- Clearly highlight originality and creativity, quality of execution and results (it is also recommended to explain the context and goals so the jury can better evaluate the work).

12. SOMO AI

SoMo AI is a new category that recognizes and rewards projects in which artificial intelligence is not just a tool, but an important part of how campaigns, content, performance activities and products are created. AI does not need to be the dominant element of the project, but it must have a clear role and measurable impact on the final result.

It is important to demonstrate how the use of artificial intelligence improved the workflow, experience or results of the project.

Please pay attention to:

- The category includes projects that use AI in campaigns, content, performance activities or products.
- AI does not need to be the dominant element, but it must have a clear role and measurable impact.
- It is not enough to state that AI was used in the process; its specific role and contribution to the result must be demonstrated.
- Show how AI improved creative execution, production, distribution, experience or results.
- Projects in which AI was used strategically, meaningfully and relevantly – rather than merely as a technological add-on – will be especially valued.

- Clearly highlight originality and creativity, quality of execution and results (it is also recommended to explain the context and goals so the jury can better evaluate the work).

13. SPECIAL MENTION BY ALEPH

With this award, Aleph aims to especially highlight effectiveness and innovation in digital marketing by encouraging and rewarding best industry practices. Among other things, the focus will be on campaigns that demonstrate data-driven creativity, scalable results and measurable ROI. Smart use of AI technology or advanced measurement methods is an additional advantage.

The winner is selected by a special jury composed of the Aleph team.

Please pay attention to:

- If you apply to the SoMo Growth or SoMo Video Impact categories, your submission automatically enters the competition for the Special Mention by Aleph award.
- Projects may target any market, within or outside the Adriatic region, but the applicant must be from one of the Adriatic region countries.
- Applications for the Special Mention by Aleph category are free of charge.

14. SOMO GRAND PRIX

SoMo Grand Prix is a special award for the best entry within the SoMo Advertising competition. It is awarded to the work that stands out for its originality, quality of execution, and results, representing the highest level of digital excellence in the competition. No separate application is required for this award. The winner is selected from the highest-rated entries based on the jury scoring and the jury's final evaluation.