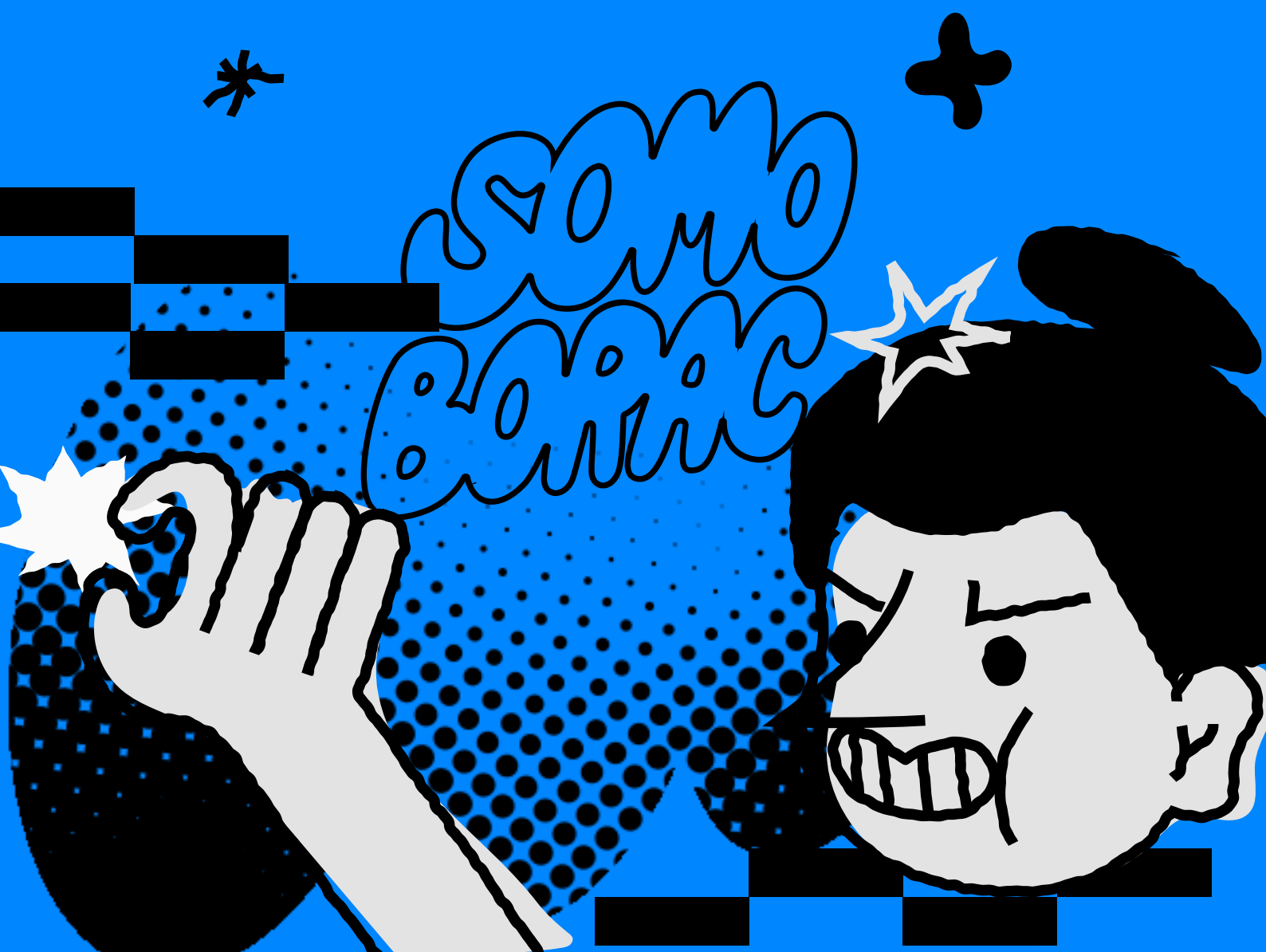


APPLICATION RULES AND CONDITIONS 2026. SOMO MEDIA



Below are the application rules and conditions for the Media categories of SoMo Borac powered by Aleph 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 Digital Product of the Year category, 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.

WHO CAN APPLY TO SOMO MEDIA 2026?

Only digital publishers may apply to SoMo Media 2026.

APPLICATION DEADLINE

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

PROJECT MARKET

Submitted projects must be intended for the local and/or regional market.

FORMAT

Applicants are required to complete the application form and provide links to the submitted projects or a video submission (YouTube or Vimeo link) with a maximum duration of 3 minutes (MP4 format, 720p or 1080p).

If the project is no longer publicly available or if you have additional materials to present (e.g. an application mockup), these may be submitted in a PDF presentation via WeTransfer or similar services.

If the video is not submitted through the online application form at the time of submission, it must be delivered no later than October 19, 2026, before the start of the second judging round. The video must be sent to the following addresses: info@somoborac.com and ruzica@somoborac.com.

WHAT SHOULD AND SHOULD NOT BE INCLUDED IN THE APPLICATION?

- The application must clearly explain the three elements evaluated by the jury: originality and creativity, quality of execution and results.
- 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 until September 23, 2026, is EUR 215 per project.

With every four submissions, the fifth submission is free.

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. DIGITAL PRODUCT OF THE YEAR

New or significantly upgraded digital products that redefine how media companies develop, distribute or monetize content. This includes mobile, web and multiplatform solutions, as well as major upgrades and features that significantly change the user experience. Through innovative ideas and high-quality execution, these products enable media companies to explore new aspects of digital business or revolutionize the way they present their digital products, services or content.

Please pay attention to:

- This category includes media websites, mobile applications, podcasts, newsletters, classified platforms and other products.
- The category includes new or significantly upgraded existing products.
- The category does not include minor technical improvements, regular optimizations or cosmetic changes to existing products.
- The focus is on innovation, functionality, quality of execution and measurable results.
- Clearly separate paid and organic results.
- Clearly highlight originality and creativity, quality of execution and results (it is also recommended to clearly explain the context and goals so the jury can better evaluate the work).

2. DIGITAL DESIGN OF THE YEAR

This category includes projects that stand out through excellence in digital design and user experience. It includes newsletter design, individual articles, article series, portal categories, portal redesigns or the design of any other online destination.

Please pay attention to:

- The category includes the design of content, pages, series, newsletters, categories, portal redesigns and other digital destinations.
- The focus is on clarity, aesthetics, UX, readability and consistency throughout the entire user experience.
- The evaluation includes how design contributes to understanding, navigation and content consumption.
- Clearly separate paid and organic results.
- 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.

3. SOMO NATIVE

This category includes the best executed native advertising campaigns and content successfully integrated into the media environment. The focus is on audience relevance, quality of execution, innovative use of formats and achieved results.

Please pay attention to:

- The category includes individual native content pieces, series and native campaigns.
- Clearly separate paid and organic results.
- 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.

4. BEST STORYTELLING

Large and small stories in digital media may have different goals and may be presented in different ways. This category seeks content that achieves a clear social or cultural impact through strong storytelling. It includes text, video and interactive formats that address important topics and encourage audiences to think or take action.

Please pay attention to:

- The focus is on the quality of the story, clarity of the message and demonstrable impact.
- The category does not include paid content, including paid PR, native and other paid formats.
- 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.

5. SOMO CONTENT ENGAGEMENT

A new category intended for organic content, series and formats that successfully attract, retain and engage audiences. It includes video formats, social and interactive content, as well as other digital formats that are relevant to audiences and achieve strong response through attention, interactions and organic reach. The focus is on audience engagement, reach, time spent with content, interactions and organic growth of interest.

Please pay attention to:

- Key evaluation criteria are actual results achieved through engagement, reach, time spent with content, audience interactions and organic growth of interest in the content.
- The category does not evaluate the overall social media presence of a brand or media company, but rather a specific piece of content, series or format.
- Organic and paid results must be clearly separated.
- Special value will be given to content and formats that achieved the majority of their reach, engagement and audience interest organically.
- The category does not include native, paid PR or content whose results were primarily achieved through media buying.
- 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.

6. HUDI NORTH STAR

HUDI North Star powered by HUDI is a recognition awarded to projects, campaigns, and collaborations that strengthen the independence, transparency, and innovation of Croatia's digital ecosystem. The award promotes sustainability, cooperation, and a healthy balance between local media and global platforms.

Please pay attention to:

- Nominations may include your own projects or those of partners from the publishing and advertising sectors.
- Nominations may be submitted exclusively by HUDI members via the official entry form (projects by members of the HUDI Executive Board are not eligible)
- In your submission, clearly highlight the project's contribution to digital independence, its innovativeness, quality of execution, achieved results, and overall impact.
- There is no entry fee for HUDI North Star nominations.