

**COPIC AWARD 2021
PROMO GUIDE**



MAY 10 - JUNE 30, 2021

.Too

WHAT IS COPIC AWARD?

Art Has No Borders.

Creativity Has No Limits.

Let's Copic !

The COPIC AWARD is an international competition based on the concept of connecting with Copic artists around the world. All entries will be showcased in an online gallery, allowing participants to share their work with a wide audience and to view the work of other participants from different parts of the world.

All Copic artists, regardless of age, nationality, or art style, are welcome.

PURPOSE OF THE AWARD

1. Expanding our fanbase. Focus on increasing value as a marker brand through the AWARD as a marketing strategy and achieve differentiation from competing markers.
2. Promoting global awareness that Copic is a product of the Too Corporation.
3. Study/analyze the moves/trends of customers and use the data for next marketing plans.
4. Enhance our brand image. e.g., "Copic encourages creativity, empowers confidence and inspires artists now and into the future"
5. Using AWARD as a new sales channel.

To maximize these activities, we need your strong partnership, and the intent of this guide is to provide you the guidance and tools for a successful implementation.

BRIEF OUTLINE OF 2021 AWARD SCHEDULE

March: Launch of the 2021 AWARD Official Website (**Mar 10**),

Pre-promotion <https://copicaward.com>

April: Pre-promotion (cont'd)

May-June: Entry Period

July-August: Judging Period

September: Announcement of Winners

ENTRY PERIOD

**From May 10, 2021 at 12:00 p.m. until June 30, 2021 at 11:59 p.m.
(Japan Time)**

ELIGIBILITY

- * There are no restrictions for nationality, age, experience, area of residence, etc. Applicants must be individual artists, and not groups.
- * Each entry is limited to artworks which have not already been made public either through another competition or exhibition (excluding personal exhibitions or one's own social media page(s)).

ARTWORK CRITERIA

- *Artwork must have been created using Copic products.
- *The size of artwork should be within L24" x W18"x H12" (L420mm x W297mm x H300mm) with the maximum weight of 11lbs (5kg).
- *For the base material of artwork, fragile materials such as ceramic or glass are prohibited to use.
- *No categories, no specific theme – we've purposely kept this broad to encourage imagination!
- *Only one piece of artwork may be submitted per person.

APPLICATION TIMELINE

1. Applicants can register for the AWARD and submit entry by clicking on the ENTRY button. Your entry will be open to the public after it has been reviewed to ensure that it meets the AWARD requirements.
2. Each entry is considered and scored on the AWARD's criteria, then the finalists will be decided by the judges.
3. Judges review all shortlisted artworks and select the winners of each prize.
4. Winners will be announced on copicaward.com at a date to be announced.

NOTICE TO APPLICANTS

*Any entry infringing on intellectual property rights or copyrights of others (e.g., plagiarism, imitation) will be disqualified.

*By entering the AWARD, applicants agree to grant the organizer's reproduction rights over one's entry, including to create a catalogue, archive the images of submitted artworks and publicize artworks online and in any other form of communication chosen by the organizers.

*All applicants under the age of 13 require the consent of a parent or legal guardian.

2021 PRIZES

- **Grand Prize (1 entry)**
- The winner of the Grand Prize will receive a cash prize of US\$3,000 and a luxurious set of art materials, including a complete set of 358 colors of Copic Sketch, trophy, and more.



*Prize image shown above is from 2019 AWARD. This image is for illustration purposes only.

2021 PRIZES (CONT'D)

- **Second place (2 entries)**
 - A cash prize of US \$1,000, a full 358 set of Copic Sketch markers, trophy and more.
- **Judges' Awards (5 entries)**
 - Special edition Copic set with an autograph of the judge, and more.
- **Finalists**
 - Special edition Copic set.

2021 PRIZES (CONT'D)

- **Future Generation Art Prize (Youth Award): Grand Prize (1 entry)**
 - A full 358 set of Copic Sketch markers and more.
 - **Future Generation Art Prize (Youth Award) (100 entries)**
 - A special edition Copic set.
- The “Future Generation Art Prize” is a special prize selected from applicants 18 years of age or younger at the time of entry, and 100 winners will receive a special edition Copic set.

2021 PRIZES (CONT'D)

- In addition to the Grand Prize, the Judges' Award, and the Future Generation Art Prize: Grand Prize, there are special prizes such as the Craft Award or Social Media Award. This year, there will be new special prizes available, including the "Regional Award" and more.
- **Special Award: Selected by Holly Nichols** *NEW*
- Holly has created fashionable illustrations and artful campaigns for TRESemmé, Saks Fifth Avenue, Barney's New York, Neiman Marcus, and many more. She is also a popular influencer with more than 680,000 followers on Instagram.
- <https://www.instagram.com/hnicholsillustration/>
- <https://www.hnicholsillustration.com/>



2021 PRIZES (CONT'D)

- **Regional Awards (5 entries) *NEW***



Copic distributors in each region (APAC, EME, NA, LATAM, and Africa) will select two entries submitted from the areas they belong. TMP will decide the winners based on the voting results.

- APAC (Asia and Oceania)
- EME (Europe and the Middle East)
- NA (North America: the US, Mexico, and Canada)
- LATAM (Latin America: South America and the Caribbean)
- Africa

*One winning entry will be selected from each of the regions (so there will be five winners in total).

*Select the two entries submitted from the region you belong. You can choose only one artwork from your own country.

*Fill out the form provided by TMP after the deadline of the AWARD. We would appreciate it if you could give us a brief reason for your selection.

2021 PRIZES (CONT'D)

- **Social Media Award (1 entry)**
- *Encourage participants to post their entry and tag the COPIC AWARD account @copic_award for a chance to win a full 180 set of Copic Ciao markers. Here's a process:
 - 1. Follow COPIC AWARD (@copic_award)
 - 2. Post an image (up to 3 pictures from the same work) of entry, tagging @copic_award on Instagram account, with the following hashtags included in the caption:
#copicaward2021 and/or #copicaward_insta
- *An Instagram account with public profile settings may be obtained for free at www.Instagram.com and is required to enter for this prize.



2021 JUDGES

- **Oh! great (Ito Ogure)**
- Manga Artist
- Ogure (known as Oh! great) made his debut in *Manga Hot Milk* magazine back in 1995 with a manga called *September Kiss*. Since then, he has been working not only on manga but also on character designs for games and anime. He is best known for his manga series *Tenjo Tenge*, *Air Gear*, and *Biorg Trinity* with Otarō Maijō. Currently, *Bakemonogatari* (the adaptation of the novel series by Ishin Nishio) is being serialized in *Weekly Shonen Magazine*.



2021 JUDGES

- **Kota Nezu**
- Designer
- The Tokyo native Nezu worked for Toyota Motor Corporation as a designer before starting his own design firm Znug Design in 2005. He has been involved in the development of the zecOO electric motorcycle, LOVOT family robot, Toyota concept car, Thermos portable mug, and many other products. Nezu is also a jury member for the Good Design Award 2014-2020 and wrote many books on design and communications.



2021 JUDGES

- **Chiaki Harada**
- Illustrator/Manga artist
- Harada is known for her unique “bad-mouth” style and has published numerous manga/art books including classics like *Tekara Dokugaderu Neko No Hanashi* and *Darenimo Mitsukarazuni Naiteiru Kimiwa Yasashii*. She also works in a wide range of fields, including apparel and curation. Since 2019, Harada has been a lecturer at the Kyoto University of the Art.



2021 JUDGES

- **Kei Matsushita**
- Art director/Professor of Tokyo National University of Fine Arts and Music (design department)
- Matsushita graduated in general design from Tokyo National University of Fine Arts and Music in 1985 and then, in 1987, completed his postgraduate studies. Matsushita was also awarded with prizes including the JAGDA New Designer Award, the TOKYO ADC Awards, the Education Minister's Award and the Good Design Award.



2021 JUDGES

- **Tomoko Yabumae**
- Curator of Museum of Contemporary Art Tokyo
- Yabumae has curated a number of innovative exhibitions. Most recently, she was in charge of the overall planning and organization of the exhibition *Eiko Ishioka: Blood, Sweat, and Tears—A Life of Design* held at the Museum of Contemporary Art Tokyo. Her writings on modern and contemporary Japanese art have appeared in many art magazines/websites in Japan.

The logo for the COPIC Award 2021. The word "COPIC" is written in a white, bold, sans-serif font. The letter "i" is stylized with a white dot and a white vertical line extending downwards. The word "AWARD" is written in a smaller, white, bold, sans-serif font below "COPIC". The year "2021" is written in a very large, white, bold, sans-serif font below "AWARD". The background of the logo is a colorful, abstract pattern of overlapping brushstrokes in shades of pink, purple, blue, and yellow.

COPIC

AWARD

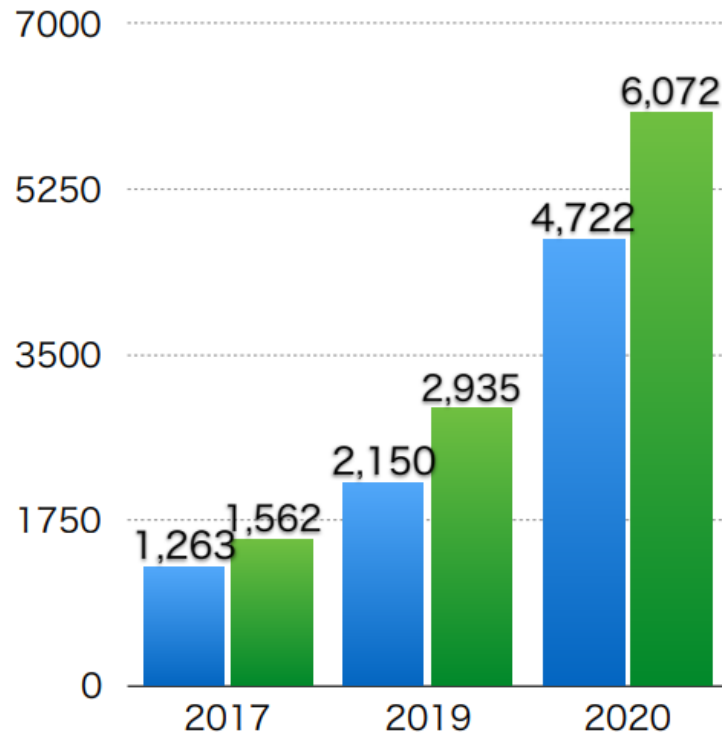
2021

ENTRY PERIOD

**ACTIVATION
GUIDELINES**

MAY 10 - JUNE 30, 2021

The 2021 goal is to gain 6,000 entries (the number of entries to be judged)



Blue: Number of entries
Green: Number of registrations

- Number of registrations: **6,072**
- Number of entries: **4,722**
- Number of entries published on the official website (number of entries subject to review): **4,321**

COPIC AWARD 2021: OVERVIEW

The COPIC AWARD plays an important role in our marketing and promotional strategies and we believe it can be effective for market expansion in your region. Please make the most of this opportunity.

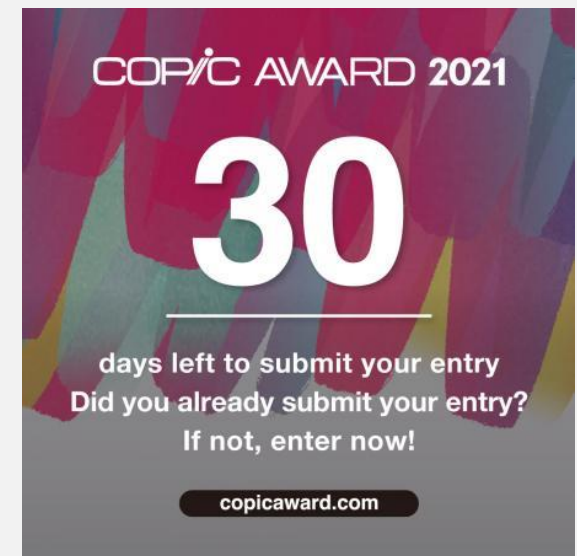
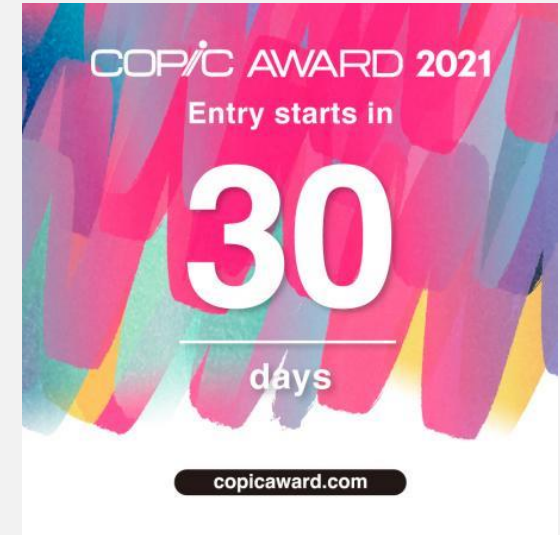
- **Target:**
- Young users (our largest market segment) who use Copic and involved in creative activities in their everyday life

IDEAS FOR INCREASING THE NUMBER OF REGISTRATION/ENTRY

- **1. Posts on social media channels using our promotional assets:**
- We would like you to enhance promotional activities for the AWARD using your social media channels. Additional videos, images and other materials will be shared in a timely manner. Sharing/reposting/rebloging/retweeting the posts from @copic_award account with the hashtags #COPICAWARD2021 is certainly encouraged.
- Instagram: @copic_award
- Twitter: @COPIC_AWARD
- YouTube: COPIC_Official channel
- Facebook: @CopicOfficial

IDEAS FOR INCREASING THE NUMBER OF REGISTRATION/ENTRY

- **“COUNTDOWN” posts**
- We will start posting countdown images for the call for the entry on April 10 (the countdown for 1 month, 20 days, 10 days, 3 days, 2 days, 1 day before).
- Countdown postings for the entry deadline will begin on May 30 (the countdown for 1 month, 20 days, 10 days, 3 days, 2 days, 1 day before).
- We will share the ai data of the images (Japanese/English version) of the countdown post. The text parts will be editable so you can translate them to your local language.
- Please post the COUNTDOWN images on your own social media!



IDEAS FOR INCREASING THE NUMBER OF REGISTRATION/ENTRY

- **2. Off-line promotion (poster and flyer)**
- We can't deny the importance of on-line promotion, but posters and flyers are still powerful marketing tools. We share the data file (ai file) for poster and flyer for off-line promotion. We made these data files editable so that they can be translated/localized for different languages. Please print these poster and flyer and hand out to your local customers or art schools/universities.
- A download link for editable raw data files and other assets will be informed separately



EDITABLE FIELDS: POSTER & FLYER (FRONT)

- NOTE: Translation/localization outside of the **yellow frame** is not allowed.

ABOUT THE COPIC AWARD

The COPIC AWARD is a competition that provides an opportunity to share diverse artworks created using Copic products. It connects Copic fans from around the world to inspire each other and to enjoy a collective creative experience. Anyone can enter regardless of age, nationality or genre. We look forward to receiving your entries!

COPIC AWARD 2020

COPIC AWARD 2020 was the third year the award competition was held and we received 4,300 amazing entries from 59 countries. Thank you to all who applied!



Grand Prize
silk hot net
USA / USA



Second Place
Yvette
Honduras / Honduras



Second Place
Humilde
Honduras / Honduras



Judge Award
Brenda
USA / USA



Craft Award
Marianela
USA / USA

View all 2019/2020 entries on copicart.com



Future Generation Art Prize
Grand Prize
USA / USA



Judge Award
Tara
USA / USA



Judge Award
Tara
USA / USA



Judge Award
Tara
USA / USA



Judge Award
Tara
USA / USA



Judge Award
Tara
USA / USA



Judge Award
Tara
USA / USA

GUIDELINES

- Future Generation Art Prize (Youth Award) of the COPIC AWARD will be given to participants 18 years of age or younger.
- Information on this flyer is subject to change without notice at the discretion of the organizer. For updates and details visit the AWARD official website.

ENTRY PERIOD

May 10, 2021 at 12:00 p.m. - June 30, 2021 at 23:59 p.m. (Japan Time)

ELIGIBILITY

- There are no restrictions on nationality, age, experience, residence area, etc. Applicants must be individual artists, not groups.
- Entry is limited to artworks that have not already been made public either through another competition or an exhibition (including personal website or personal social media pages).

ARTWORK CRITERIA

- Your artwork must have been created using Copic products.
- The size of artwork should be within 11" x 17" (A4) or 14" x 21" (A3) with a maximum weight of 100g or less.
- For the best interests of artwork, fragile materials such as ceramics or glass are prohibited.
- No categories, no specific theme - we're purposely kept this broad to encourage imagination!
- Only one piece of artwork may be submitted per person.
- Any artwork that infringes upon another person's intellectual property rights will be disqualified. It is your responsibility to check this in advance.

APPLICATION PROCESS

You can submit your entry by uploading image files only through the COPIC AWARD official website. No other method of application will be accepted. Do not send physical artwork.

PRIZES

- Grand Prize (1 entry) : A cash prize of US \$3,000
A full set of Copic Sketch markers and more.
- Second Place (2 entries) : A cash prize of US \$1,000
A full set of Copic Sketch markers and more.
- Future Generation Art Prize - Grand Prize (1 entry) :
A full set of Copic Sketch markers and more.
- Judge Awards (5 entries) : Special edition Copic set and more.
- Social Media Award (1 entry) : A full set of Copic Sketch markers and more.
- Craft Award : 70 set of Copic Sketch markers and more.
- Future Generation Art Prize (100 entries) : Special edition Copic set.
- Special Awards (will be announced later).

Scan the code or visit the official website for further info



COPIC
Authorized Distributor

EDITABLE FIELDS: FLYER (BACK)

- NOTE: Translation/localization outside of the **yellow frame** is not allowed.

← Add your contact info here

IDEAS FOR INCREASING THE NUMBER OF REGISTRATION/ENTRY

- **3. Placing ads on local portal sites specific to art competitions/awards**
- Examples:
- <https://www.callforentries.com>
- <https://artshow.com>
- <https://www.theartlist.com>
- These sites list the international open calls for art related competitions, prizes and awards. We presume every country has its own version of websites like these. Using these sites is highly recommended. If it's difficult, **please share the info of your local sites** with us so that we can handle it on our end.

IDEAS FOR INCREASING THE NUMBER OF REGISTRATION/ENTRY

- **4. Direct approach to the local art schools/universities**
- Reaching out to art schools is an effective way to promote the AWARD. Many schools may still be closed due to the pandemic, but if possible, ask for their cooperation in displaying posters and handing out leaflets to students.
- Please let me know if any schools will incorporate the creation of AWARD entries as a class project.