

# FAQ

FREQUENTLY ASKED QUESTION







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# 1. ELIGIBILITY



- **Who can participate?**

University students aged **18–25**, enrolled in a Mauritian tertiary institution, not yet graduated.

- **Can non-Mauritians take part?**

Yes — if they are enrolled in a Mauritian tertiary institution.

- **Which institutions are eligible?**

All Mauritian tertiary institutions (UOM, UTM, CTI/Curtin, MGI, MDX, Academy of Design & Innovation, Université des Mascareignes, Polytechnics, MCCI, Open University, etc).

- **Deadline condition:**

You must meet the age and enrolment requirements by the deadline date (22 Sept 2025).



## 2. RULES



- **Can I enter as a group?**

No — only **individual entries** are accepted.

- **Can I enter multiple categories?**

No — one student = one entry = one category.

- **Can I use AI in my work?**

Yes — but you must **disclose any AI tools** you used.

- **What are the submission rules?**

Entries must be **anonymous** (no names/university on boards or media). Use only assets you created or have rights to, disclose AI tools, credit all sources for statistics/data, and do not publish work before official results.



# 3. PAYMENT



- **What is the entry fee?**  
Rs 500 per student entry.
- **How do I pay?**  
Through the MIPS online payment portal.



# 4. ENTRY PROCESS



- **How do I enter?**

1. Download the Brief Pack (01 Sept 2025).
2. Select one category (**Branding & Design, Advertising, or Strategy & PR**).
3. Register and upload your files via **fromsmash.com** on the FLAME website.
4. Pay at checkout to validate your entry.





# 5. SUBMISSIONS



- **What do I need to submit?**

1. Rationale (150–300 words).
2. JPEG case-study summary (1920×1080).
3. Optional: PDF or MP4 case study (1920×1080).
4. Optional: Additional JPEGs/MP3.

- **How do I submit?**

Upload your work via [fromsmash.com](https://fromsmash.com) and paste the link in the entry form on the FLAME website.

- **In which languages can I submit?**

English, French, or Mauritian Creole.





## 6. DEADLINES



- **What are the key dates?**

01 Sept – Briefs available | 22 Sept, 23:59 – Deadline | 25 Sept – Judging | 01 Oct – Top 10 finalists | 17 Oct – Winners announced.

- **What happens if I miss the deadline?**

The platform closes at **23:59 on 22 Sept**, and your entry will **not be accepted**.

- **Can I edit my entry after submission?**

No edits are possible.



# 7. JUDGING



- **What are the judging criteria?**

Innovation, quality of execution, relevance to the brand/cause, relevance to the target audience, and relevance to the chosen medium.

- **Who are the judges?**

An **ACA jury of professionals** from the Mauritian communication and creative industry.



## 8. PRIZES



- **What do winners get?**

Gold Winner: Trip to **Loeries 2026 in Cape Town** (flight, accommodation, festival access).

Top 3: Named **Students of the Year** (Gold, Silver, Bronze).

Top 10: Invited to the FLAME Awards Night.

All participants: Certificate of participation.



# 9. UPDATES



- Where can I get updates?





**BE BRAVE. BE BOLD.**

MANZ AR LI!

