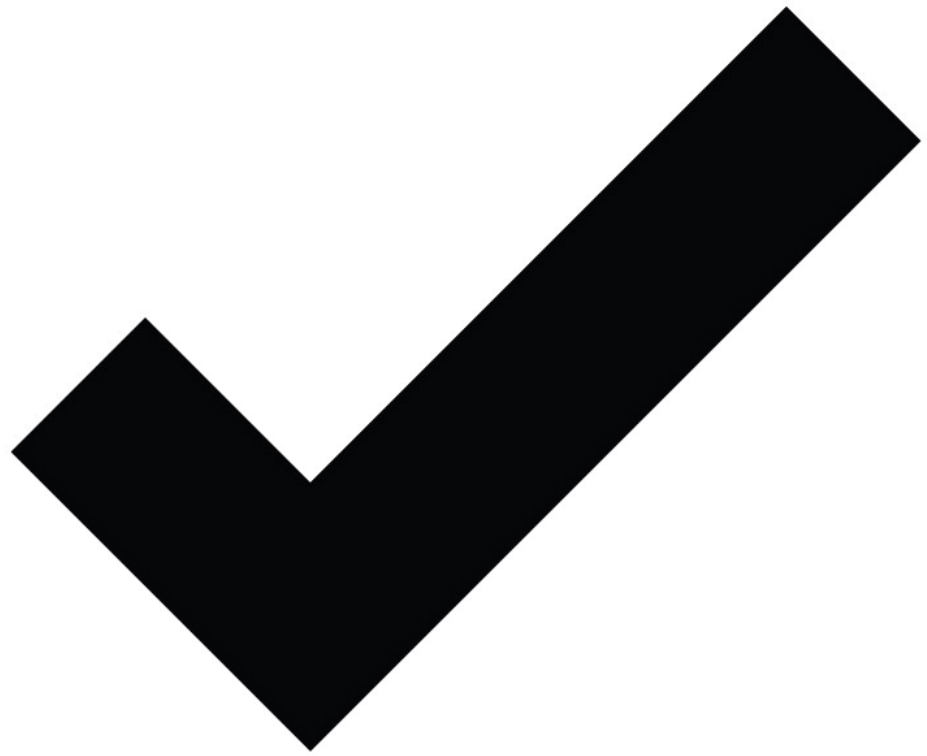


# Submission Guide



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# THE SHORTLIST

## FAQs

### The Background

There are three major cost components to awards entries.

- a) The cost to enter an award
- b) The cost of creating the case study/presentation
- c) The cost of attending the award ceremony

The Shortlist will help agencies make informed investment decisions that maximise their award efforts.

### What is The Shortlist?

It is an expert, third party audit of entries. An audit that tells the agency if an entry is likely to win at any major award shows around the world.

### What The Shortlist is not?

The Shortlist is NOT an award

### How does The Shortlist work?

- a) Agencies send entries to be evaluated
- b) A world-class jury judges the entries
- c) The entries are graded in the following classes
  - No chance of winning awards or being shortlisted
  - Reasonable chance of being shortlisted or being awarded
  - High chance of being shortlisted or being awarded

### Who judges The Shortlist?

As always, Kyoorius will create a world-class jury comprising international and Indian judges to evaluate the entries, as has been the case with the Kyoorius Creative Awards, the Kyoorius Design Awards, the Times of India Power of Print Awards, etc.

### Are The Shortlist opinions made public?

NO. Agencies that submit entries to **The Shortlist** will receive CONFIDENTIAL grading. Therefore, there is no agency/client ranking, there is no certificate or award, there is no public event or ceremony.

### What is the cost for each entry to be audited?

Rs 4,000 + applicable taxes for each entry.

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## **IMPORTANT DATES**

### Entry Deadlines

- Final Deadline: All entries must be completed by January 24, 2019.
- Payment: All payments must reach Kyoorius within 15 days of the date on your Proforma Invoice

### Judging

- Judging will commence on February 1, 2019.

### Results

- The results will be shared with the entrants on February 3, 2019.
-

## ELIGIBILITY AND RULES

### Dates

All entries must be published or aired for the first time between  
January 2018 – January 2019.

“Published” means the advertisement or work appeared in a form of mass media exposed to a substantial audience.

### Requirements

- Entries must be submitted by industry professionals only.
- One-time advertisements are eligible, as long as you submit a client contact name, phone number and email address with the entry. This information will be used to verify the ad if it is questioned during the judging process.
- **Executive Approval Form:** All entries must be submitted with signed approval from an executive of the entering agency (CCO, ECD or equivalent) to verify that all work entered is authentic, approved by the client, submitted as aired or displayed, and is within the spirit of the rules.  
\*Note: This required form will be automatically generated once you submit payment and complete your entries.

### Submission Restrictions

- Please refer to individual category requirements for specific category regulations.
- The exact same piece in different executions may NOT be entered into the same category.
- Work produced on behalf of Kyoorius and its programming, including the The Shortlist, Kyoorius Creative Awards, Kyoorius Design Awards, Kyoorius Young Blood Awards, Kyoorius Designyatra, etc. is not eligible.

### Language Restrictions

- There is no restriction of the language used in each entry.
- However, English translations are required for all entries not in English. Translations should be included as subtitles for video entries, or provided in the translations dialogue box for digital images or audio files.

## Non-Compliance

Kyoorius reserves the right to review all entries questioned during the judging process. Not complying with the rules and/or attempting to enter fraudulent work will result in the following:

- An agency, the regional office of an agency network, or the independent agency that enters an ad made for non-existent clients, or made and run without a client's approval, will be banned from entering the The Shortlist / other Kyoorius properties for 5 years. The team credited on the fake ad will be banned from entering the The Shortlist / other Kyoorius properties for 5 years.
- An agency, the regional office of an agency network, or the independent agency that enters an ad that has run once, on late night TV, or has only run because the agency produced a single ad and paid to run it themselves, will be banned from entering the The Shortlist / other Kyoorius properties for 3 years.\*
- \*Note: Kyoorius reserves the right to review 'late-night, ran-once' and launch versions, at discretion. If it is determined that the ad was created expressly for award show entry, the penalty will hold.

## Terms & Conditions

All entries become the property of Kyoorius Communications Pvt. Ltd. and will not be returned. Kyoorius will require proof of publication for all entries. Kyoorius has the right to request additional proof of initial publication and/or air date to be submitted within 15 days of the request.

The entrant also grants permission to Kyoorius to show, copy or play the entries at such times as Kyoorius deems appropriate. Kyoorius reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered into the The Shortlist. If any network or local television or radio station shall agree to telecast a news or other program relating to The Shortlist, the entrant further agrees to obtain any permissions and to absorb talent or other residual charges incurred by inclusion of his or her entry in the program, if required.

All entries are subject to the rules of The Shortlist, as in this submission guide. Decisions of judges on all matters during judging, including qualifications and categories, are final.

After judging, all disputes will be decided by the Kyoorius Board of Directors. Kyoorius reserves the right to disqualify work that it finds to be fatally compromised as to originality or veracity after review and final decision by the Kyoorius Board of Directors.

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## **GLOSSARY OF TERMS**

For the purposes of The Shortlist, the terms on the following pages are to be used as provided.

### **Category Structure**

- Discipline: The various classifications of work under which entries may be submitted. There are 15 disciplines for The Shortlist (e.g. Print Advertising, Craft For Advertising, Film Advertising, etc.)
- Vertical Market: The specific industry to which your promoted product or service relates.
- Category: The specific media type.  
\*Note: The term “Category” often includes the “Subcategory” information in correspondence.
- Subcategory: The most specific detail of your entry category selection. Multiple Subcategories may be listed within a Category.  
\*Note: The term “Category” often includes the “Subcategory” information in correspondence.

### **Company Information**

- Company Type: The main function of your company. Options available are Agency, Production Company, Design Firm, Digital Agency, PR & Marketing, and Media Company.
- Company Role: The role of your company as it pertains to the project in your entry.
  - o Primary Company: The company that led the project. This is usually the agency of record. If multiple companies worked on the project, you may include them in the “Secondary Company” credit.
  - o Secondary Company: A company that also worked on the project. The lead company should be listed under “Primary Company.”
  - o Supporting Company: A company that assisted in the creation of the project, but in a supporting role.

## Entries

- Single: A single piece of work that may or may not be part of a campaign.
- Series / Campaign: More than one piece of work, that is part of the same campaign. Specifics can vary between categories. This information is listed as “Elements Required” with each category’s requirements.
- Completed Entries: After submitting Payment in the entry process, your entries are considered “Completed.” Entries that are not completed still exist on your “Review Entries” page, but will not be eligible for judging until completed.  
\*Note: “Completed Entries” may be referred to as “Closed Entries” in correspondence.
- Itemized List: This is a list of all of your completed entries that are being submitted to The Shortlist for judging.
- Executive Approval Form (EA Form): Approval form verifying that the work submitted is authentic and was approved by the client.
- Verification Form: A form explaining where and when the work ran, with proof of print or air date.

## Payment

- Proforma Invoice: This is a documentation of the financial summary of your entries. This will only include the entries for which you have submitted Payment in the entry process.
- Offline Payment: Payment by Cheque, or NTGS / REFT Transfer are accepted as Offline Payment. The completed second page of the Proforma Invoice must be sent along with your payment.  
\*Note: Not including the required information may cause the processing of your entries to be delayed. Your payment status will remain “Not Paid” until we receive and process your payment.
- Online Payment: Payment by Online Credit Card (Mastercard & Visa) is accepted. Your credit card information will be encrypted and processed via VeriSign Secure Online Payment Gateway so your privacy is protected. Kyoorius WILL NOT STORE your information for any reason.



## **Submission Media**

This refers to the material and content that the jury will be reviewing.

## **Element**

This refers to how many pieces were part of your campaign. i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.

\*Note: Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

## **Media**

Media includes digital images, videos, audio files, URLs or PDFs.

\*Note: Reference Images are considered as Media, but not Submission Media.

## **Content Video**

A video with content as it originally aired. Content Videos contain no extraneous information and should not include background, explanation or results.

## **Case Study Video**

A video that provides an explanation of the project. It should focus on the idea of the project and its creative execution. These videos may also include cultural background, explanation and results. Case Study videos, ideally, cannot be more than 120 seconds long in duration.

## **Content Image / Digital Image**

An image with content as it was originally placed. Content Images contain no extraneous information and should not include background, explanation or results. For Installations and Experiential work, content images may also show the work in context, as it was placed and the surrounding environment. i.e. An image of a poster installed in a bus shelter, or a billboard on the side of a highway.

## **Reference Images**

All entries require high resolution digital images. Only images for entries submitted in categories listed as judging digital images will be judged by the jury.

\*Note: Audio-Only entries should include company or brand logos, or images from the campaign that features audio-only advertising as a component.

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## **ENTERING**

Enter using the judging system on <https://theshortlist.kyoorius.com>

### **Information Requirements**

All entries require information on the project. Below is the information that is required for all entries, regardless of category.

\*Note: Optional fields are noted as such.

### **General Project Information**

- Client Company: Who was the client on the project?
- Client URL: Client's website (optional)
- Entry Title: Name your entry appropriately
- Long Description: Describe your project in 150 words or less; the jury will see this
- Translation: A translation to English is required for all entries which are not originally in English

### **Credits**

- Company: Which companies worked on this project?  
\*Note: See glossary of terms for clarification
- Individual: Which individuals contributed to this project?

### **Media**

Judging media is determined by the category. However, each entry is required to include reference images and a thumbnail. The jury will see this thumbnail for reference only during judging. Further information on media requirements can be found under 'Submission Media' in the Glossary Of Terms part of this guide.

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## **PAYMENT**

All payments must be made in Indian Rupees. All offline payments must reach Kyoorius within 15 days after the date on your Proforma Invoice.

### **Online Payment**

Online payments are accepted via credit card or debit card. MASTERCARD and VISA credit and debit cards are accepted via VeriSign Secure Online Payment Gateway.

### **Offline Payment**

- **Cheque:** For the total amount of fees, checks must be made payable to: **Kyoorius Communications Pvt. Ltd.**  
All cheques must be drawn on an Indian bank, and payable in Indian rupees
- **NTGS / REFT Transfer:** Entrants may arrange for payment via net-banking or NTGS / REFT transfer. Account details will be given during the payment process.

All entry fees are non-refundable and non-transferable. Whether you select online or offline payment, you are committing to pay for your entries in full.

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# **SUBMISSION MEDIA**

## **All Entries**

All entries must include media for judging. Each category has specific requirements. Please refer to the Categories section for details.

## **Digital Images**

Digital image submissions have specific technical requirements, as outlined on the following pages. All entries, regardless of submission type, require high-res digital images to be used for reference.

## **Videos**

Video submissions have specific technical requirements, as outlined on the following pages. All video entries must be uploaded into the online entry system. **Please note that Case Study videos, ideally, cannot be more than 120 seconds in duration.**

## **Audio**

Audio submissions have specific technical requirements, as outlined on the following pages.

## **URLs**

URL submissions are accepted in the Digital Media disciplines as well as several other categories. URLs must remain active through the judging period and may not be host pages for videos. Specific submission requirements are outlined on the following pages.

## **Video + URL Supplement**

Some categories allow for both a video and URL to be submitted. For these categories, your video will be your primary judging media. The jury will have the option to also view the URL.

## **Reference Images**

Digital Reference Images are required for ALL entries. These images will display in the Entry Showcase and may be used for promotional purposes. The jury will see these images, but they will not be judged. The images should reflect the content of your entry.

## SUBMISSION MEDIA SPECIFICATIONS

### Digital Images & Reference Images

- Dimensions: The longest side of each image should be at least 2400 pixels long. The longest side of each image must be a maximum of 4800 pixels long.
- File Size: Each file must be no larger than 5 MB
- Format: Each file must be a high-res JPEG, only in RGB color mode

### Videos

Video entries will only be accepted through online upload. DVDs will not be accepted. Please reference the individual category requirements for length restrictions

- Aspect Ratio: All videos must be submitted in 16x9 format. 4x3 videos should be submitted with black pillars.
- Resolution: 1920 x 1080 is preferred and recommended, though the minimum resolution of 1280 x 720 is acceptable.
- Format: .mp4 H.264 compression with a maximum bit rate of 8196 kbps. Audio compression must be AAC
- File Size: Each file must be no larger than 200MB
- Extras: Do NOT include colour bars or tone. Do NOT include agency information or slates.
- Please note that Case Study videos cannot be more than 120 seconds in duration.

### Audio

- File Size: Each file must be no larger than 200MB
- Format: All audio files must be in MP3 format
- Extras: Do NOT include agency information, or audio slates

### URLs

- Entries must be an active URL. The site entered must remain unchanged for your entry through April 2018.
  - URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.)
  - Password-protected URLs are NOT recommended
-

## CONTACT

Got a question? Want to know more?

Write to [info@kyoorius.com](mailto:info@kyoorius.com)

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# **DISCIPLINES & CATEGORIES**

## **PRESS ADVERTISING**

**1001 Press Advertising** **Single / Campaign** **Rs 4000\***

Overview: Advertising that has appeared in a newspaper or magazine.

Submission Media: Digital Image

Elements Required: 1 to 5

**1002 Innovation In Press Advertising** **Single / Campaign** **Rs 4000\***

Overview: Ads that push the existing boundaries of press advertising.

Submission Media: Digital Image

Elements Required: 1 to 5

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## **OUTDOOR ADVERTISING**

**1101 Ambient & Billboard Advertising** **Single / Campaign** **Rs 4000\***

Overview: A billboard, shelf banner, 3D display, or other promotion placed in-store or at point-of-sale.

Submission Media: Digital Image

Elements Required: 1 to 5

**1102 Poster Advertising** **Single / Campaign** **Rs 4000\***

Overview: A standard poster that is not on an outdoor poster site, usually smaller in scale. Examples include indoor posters, point of sales posters, etc.

Submission Media: Digital Image

Elements Required: 1 to 5

**1103 Innovation In Outdoor Advertising** **Single** **Rs 4000\***

Overview: Outdoor advertising that innovates existing tools or new technologies or tools to push the boundaries of outdoor advertising.

Submission Media: Case Study Video

Elements Required: 1

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NOTE: \* = Prices quoted don not include government taxes, which will be applied at the time of payment.



## **CRAFT FOR PRESS & OUTDOOR ADVERTISING**

**1201 Illustration** **Single / Campaign** **Rs 4000\***

### **For Press & Outdoor Advertising**

**Overview:** Advertising where illustration brings the creative idea to life. You can enter press, poster and billboard / sign boards, etc.

**Submission Media:** Digital Image

**Elements Required:** 1 to 5

**Note:** This category is not for work released on digital media.

**1202 Photography** **Single / Campaign** **Rs 4000\***

### **For Press & Outdoor Advertising**

**Overview:** Advertising where photography brings the creative idea to life. You can enter press, poster and billboard / sign boards, etc.

**Submission Media:** Digital Image

**Elements Required:** 1 to 5

**Note:** This category is not for work released on digital media.

**1203 Typography** **Single / Campaign** **Rs 4000\***

### **For Press & Outdoor Advertising**

**Overview:** Advertising where typography brings the creative idea to life. You can enter press, poster and billboard / sign boards, etc.

**Submission Media:** Digital Image

**Elements Required:** 1 to 5

**Note:** This category is not for work released on digital media.

**1204 Digital Artwork** **Single / Campaign** **Rs 4000\***

### **For Press & Outdoor Advertising**

**Overview:** Advertising where digital artwork brings the creative idea to life. You can enter press, poster and billboard / sign boards, etc.

**Submission Media:** Digital Image

**Elements Required:** 1 to 5

**Note:** This category is not for work released on digital media.

NOTE: \* = Prices quoted don not include government taxes, which will be applied at the time of payment.

<b>1205</b>	<b>Art Direction For Press &amp; Outdoor Advertising</b>	<b>Single / Campaign</b>	<b>Rs 4000*</b>
	<p><b>Overview:</b> Advertising where art direction brings the creative idea to life. You can enter press, poster and billboard / sign boards, etc.</p> <p><b>Submission Media:</b> Digital Image</p> <p><b>Elements Required:</b> 1 to 5</p> <p><b>Note:</b> This category is not for work released on digital media.</p>		

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## **AUDIO ADVERTISING AND CRAFT**

<b>1301</b>	<b>Audio Advertising</b>	<b>Single</b>	<b>Rs 4000*</b>
	<p><b>Overview:</b> An audio spot produced for marketing promotions, corporate communications, or not-for-profit across radio, or any digital audio platform.</p> <p><b>Submission Media:</b> Audio</p> <p><b>Elements Required:</b> 1</p>		
<b>1302</b>	<b>Audio Advertising</b>	<b>Campaign</b>	<b>Rs 4000*</b>
	<p><b>Overview:</b> An series of three to five audio spots produced for marketing promotions, corporate communications, or not-for-profit across radio, or any digital audio platform.</p> <p><b>Submission Media:</b> Audio</p> <p><b>Elements Required:</b> 3 to 5</p>		
<b>1303</b>	<b>Innovation In Audio Advertising</b>	<b>Single / Campaign</b>	<b>Rs 4000*</b>
	<p><b>Overview:</b> An audio spot or campaign that showcases an innovative use of the audio medium, platform, or format.</p> <p><b>Submission Media:</b> Audio</p> <p><b>Elements Required:</b> 1 to 5</p>		

NOTE: \* = Prices quoted don not include government taxes, which will be applied at the time of payment.

## **Craft For Audio Advertising**

**1304 Direction For Audio Advertising                      Single / Campaign                      Rs 4000\***

Overview: Overall artistic vision of an audio-only piece.

Submission Media: Audio

Elements Required: 1 to 5

**1305 Sound Design For Audio Advertising                      Single / Campaign                      Rs 4000\***

Overview: Sound design that brings an audio spot or campaign to life.

Submission Media: Audio

Elements Required: 1 to 5

**1306 Use Of Music For Audio Advertising                      Single / Campaign                      Rs 4000\***

Overview: Audio spots that use music as the key element to reinforce the concept. Includes original composition, licensed recordings or adapted/altered versions of existing recordings.

Submission Media: Audio

Elements Required: 1 to 5

**1307 Casting For Audio Advertising                      Single / Campaign                      Rs 4000\***

Overview: Work that brings an idea to life through voice performance, such as use of tone and pacing, accents or impersonations, etc. should play an integral role to the spot.

Submission Media: Audio

Elements Required: 1 to 5

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NOTE: \* = Prices quoted don not include government taxes, which will be applied at the time of payment.

## WRITING FOR ADVERTISING

### Writing For Advertising

**1401 Writing For Press Advertising                      Single / Campaign                      Rs 4000\***

Overview: Writing for ads that have appeared in newspaper or magazine.

Submission Media: Digital Image

Elements Required: 1 to 5

**1402 Writing For Outdoor Advertising                      Single / Campaign                      Rs 4000\***

Overview: Writing for advertising that has appeared on any outdoor media, including ambient, billboards, posters, and more.

Submission Media: Digital Image

Elements Required: 1 to 5

**1403 Writing For Audio Advertising                      Single / Campaign                      Rs 4000\***

Overview: Audio spots that showcase excellent writing.

Submission Media: Audio

Elements Required: 1 to 5

**1404 Writing For Film Advertising                      Single / Campaign                      Rs 4000\***

Overview: Scripts for, and visible copy within ad and promotional films.

Submission Media: Content Video

Elements Required: 1 to 5

**1405 Writing For Branded Content                      Single / Campaign                      Rs 4000\***

Overview: Scripts for and visible copy within films that serve as branded content, broadcast online or on television and in cinema halls.

Submission Media: Content Video

Elements Required: 1 to 5

NOTE: \* = Prices quoted don not include government taxes, which will be applied at the time of payment.



## FILM ADVERTISING

- 1501 Single Spot (01 – 30 Seconds) Single Rs 4000\***  
**Overview:** Short format film advertising for broadcast, narrowcast, cinema or digital media between 1 and 30 seconds.  
**Submission Media:** Content Video  
**Elements Required:** 1
- 1502 Single Spot (31 – 60 Seconds) Single Rs 4000\***  
**Overview:** Medium format film advertising for broadcast, narrowcast, cinema or digital media between 31 and 60 seconds.  
**Submission Media:** Content Video  
**Elements Required:** 1
- 1503 Single Spot (61+ Seconds) Single Rs 4000\***  
**Overview:** Long format film advertising for broadcast, narrowcast, cinema or digital media more than 60 seconds.  
**Submission Media:** Content Video  
**Elements Required:** 1
- 1504 Campaign Campaign Rs 4000\***  
**Overview:** A series of three to five films for advertising or promotions for broadcast, narrowcast, cinema or digital media.  
**Submission Media:** Content Video  
**Elements Required:** 3 to 5  
**Note:** Each element of the campaign can be of different durations.
- 1505 Innovation In Film Advertising Single Rs 4000**  
**Overview:** A series of three to five films for advertising or promotions for broadcast, narrowcast, cinema or digital media.  
**Submission Media:** Content Video  
**Elements Required:** 3 to 5  
**Note:** Each element of the campaign can be of different durations.
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NOTE: \* = Prices quoted don not include government taxes, which will be applied at the time of payment.

## FILM CRAFT

**1601 Animation For Film Advertising      Single / Campaign      Rs 4000\***

**Overview:** Animation for advertising or promotional films. Could be cel, stop-motion or computer animation in 2D or 3D. A 3D piece of animation must have been modelled, rigged and animated. Can include both photo realistic and character animation.

**Submission Media:** Content Video

**Elements Required:** 1 to 5

**1602 Cinematography For Film Advtg      Single / Campaign      Rs 4000\***

**Overview:** Work that brings an idea to life through the quality, composition and style of the photography and lighting, and the use of camera techniques.

**Submission Media:** Content Video

**Elements Required:** 1 to 5

**1603 Direction For Film Advertising      Single / Campaign      Rs 4000\***

**Overview:** Work that brings an advertising or promotional film to life through the direction or overall artistic vision.

**Submission Media:** Content Video

**Elements Required:** 1 to 5

**1604 Editing For Film Advertising      Single / Campaign      Rs 4000\***

**Overview:** Work that brings an advertising or promotional film to life through the innovation and flair in the editing.

**Submission Media:** Content Video

**Elements Required:** 1 to 5

**1605 Production Design For Film Advtg      Single / Campaign      Rs 4000\***

**Overview:** Production design (set design, location builds, etc.) that brings an advertising or promotional film idea to life.

**Submission Media:** Content Video

**Elements Required:** 1 to 5

\*

**1606 Sound Design For Film Advtg      Single / Campaign      Rs 4000**

**Overview:** Sound design that is integral to the work and brings an advertising or promotional film idea to life.

**Submission Media:** Content Video

**Elements Required:** 1 to 5

- |  |  |                          |                 |
|--|--|--------------------------|-----------------|
| <b>1607</b>  | <b>Special Effects For Film Advtg</b>  | <b>Single / Campaign</b> | <b>Rs 4000*</b> |
| <p>Overview: Special effects for advertising or promotional films. Includes practical elements of the production design that take place in-camera, e.g. model-making and explosions. Also includes effects added after filming, e.g. digital effects, CGI and compositing.</p> <p>Submission Media: Content Video</p> <p>Elements Required: 1 to 5</p> |  |                          |                 |
| <b>1608</b>  | <b>Use Of Music For Film Advtg</b>     | <b>Single / Campaign</b> | <b>Rs 4000*</b> |
| <p>Overview: Work where the musical score brings the idea to life, and works perfectly with the picture.</p> <p>Submission Media: Content Video</p> <p>Elements Required: 1 to 5</p>   |  |                          |                 |
| <b>1609</b>  | <b>Casting For Film Advertising</b>    | <b>Single / Campaign</b> | <b>Rs 4000*</b> |
| <p>Overview: Work that brings an idea to life through the pre-production process of casting (including voice casting).</p> <p>Submission Media: Content Video</p> <p>Elements Required: 1 to 5</p>   |  |                          |                 |
| <b>1610</b>  | <b>TV &amp; Cinema Title Sequences</b> | <b>Single / Campaign</b> | <b>Rs 4000*</b> |
| <p>Overview: Title sequences showing the credits at the beginning or end of a film, TV programme, or any online film.</p> <p>Submission Media: Content Video</p> <p>Elements Required: 1 to 5</p>  |  |                          |                 |
- 

NOTE: \* = Prices quoted don not include government taxes, which will be applied at the time of payment.



## **BRANDED CONTENT & ENTERTAINMENT**

<b>1701</b>	<b>Fiction Up To 5 Minutes</b>	<b>Single</b>	<b>Rs 4000*</b>
	Overview: Fiction branded films of up to 5 minutes.		
	Submission Media: Content Video		
	Elements Required: 1		
<b>1702</b>	<b>Fiction Over 5 Minutes</b>	<b>Single</b>	<b>Rs 4000*</b>
	Overview: Fiction branded films over 5 minutes.		
	Submission Media: Content Video		
	Elements Required: 1		
<b>1703</b>	<b>Fiction Series</b>	<b>Campaign</b>	<b>Rs 4000*</b>
	Overview: A series of three to five fictional branded content films.		
	Submission Media: Content Video		
	Elements Required: 3 to 5		
<b>1704</b>	<b>Non-Fiction Up To 5 Minutes</b>	<b>Single</b>	<b>Rs 4000*</b>
	Overview: Non-Fiction branded films of up to 5 minutes.		
	Submission Media: Content Video		
	Elements Required: 1		
<b>1705</b>	<b>Non-Fiction Over 5 Minutes</b>	<b>Single</b>	<b>Rs 4000*</b>
	Overview: Non-Fiction branded films over 5 minutes.		
	Submission Media: Content Video		
	Elements Required: 1		
<b>1706</b>	<b>Non-Fiction Series</b>	<b>Campaign</b>	<b>Rs 4000*</b>
	Overview: A series of three to five non-fictional branded content films.		
	Submission Media: Content Video		
	Elements Required: 3 to 5		
<b>1707</b>	<b>Live Experiences</b>	<b>Single/Campaign</b>	<b>Rs 4000*</b>
	Overview: Branded film content screened, captured, or shared during a live event to create an experience. This does not include presentation films.		
	Submission Media: Content Video		
	Elements Required: 1 to 5		

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## DIRECT MARKETING & ACTIVATIONS

### Direct Response Advertising

**1801 Use Of Ambient & Outdoor Media      Single/Campaign      Rs 4000\***

Overview: Advertising on ambient media that drives a specific response.

Submission Media: Digital Image or Case Study Video

Elements Required: 1 to 5

**1802 Use Of Broadcast Media      Single/Campaign      Rs 4000\***

Overview: Advertising on broadcast media that drives a specific response.

Submission Media: Content Video or Case Study Video

Elements Required: 1 to 5

**1803 Use Of Press & Poster      Single/Campaign      Rs 4000\***

Overview: Advertising on press / posters that drives a specific response.

Submission Media: Digital Image or Case Study Video

Elements Required: 1 to 5

**1804 Use Of Digital Channels      Single/Campaign      Rs 4000\***

Overview: Advertising on digital channels that drives a specific response.

Submission Media: Digital Image or Case Study Video

Elements Required: 1 to 5

### Direct Mail

**1805 Direct Mail      Single/Campaign      Rs 4000\***

Overview: Physical direct mail that drives a specific response.

Submission Media: Digital Image or Case Study Video

Elements Required: 1 to 5

### Activations

**1806 Brand Activation / Experience      Single/Campaign      Rs 4000\***

Overview: An activation or experience that makes a brand known to people, increasing awareness and engagement through some kind of brand experience, and results in a direct response.

Submission Media: Digital Image or Case Study Video

Elements Required: 1 to 5

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## **Innovation In Direct Marketing & Activations**

**1807 Innovation** **Single/Campaign** **Rs 4000\***

**Overview:** Work that innovates the medium by eliciting a direct response in a new and innovative way.

**Submission Media:** Digital Image or Case Study Video

**Elements Required:** 1 to 5

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## **CREATIVITY FOR GOOD**

**1901 Campaigns Led By Brands** **Single** **Rs 4000\***

**Overview:** Advertising that seeks to build brands and businesses by doing good. The client can be a neighbourhood brand or a global commercial brand. You can enter both advertising or marcomms campaigns and individual executions. Entries have to demonstrate positive social impact, the capacity to change behaviour and a sensitivity to sustainability issues across research, development and implementation.

**Submission Media:** Case Study Video

**Elements Required:** 1

**1902 Campaigns Led By Not-For-Profit** **Single** **Rs 4000\***

**Overview:** Advertising and marcomms for charities or NGOs. You can enter advertising or marcomms campaigns, or individual executions. Entries have to demonstrate positive social impact across research, development and implementation.

**Submission Media:** Case Study Video

**Elements Required:** 1

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## INTEGRATED ADVERTISING

- |  |  |               |                 |
|--|--|---------------|-----------------|
| <b>2101</b>  | <b>Integrated / Cross-Platform</b>     | <b>Single</b> | <b>Rs 4000*</b> |
| <p>Overview: Campaigns where a central idea connects across a variety of media, e.g. TV, print, online, mobile, ambient stunts, etc.</p> <p>Submission Media: Case Study Video</p> <p>Elements Required: 1</p> |  |               |                 |
| <b>2102</b>  | <b>Innovative Integration Of Media</b> | <b>Single</b> | <b>Rs 4000*</b> |
| <p>Overview: Campaigns that push the boundaries of the use of media channels, using them in a new way to promote a brand.</p> <p>Submission Media: Case Study Video</p> <p>Elements Required: 1</p>            |  |               |                 |
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## DIGITAL & MOBILE ADVERTISING

### Digital Advertising

- |  |   |                          |                 |
|--|---|--------------------------|-----------------|
| <b>2201</b>  | <b>Integrated Digital Campaign</b>          | <b>Single</b>            | <b>Rs 4000*</b> |
| <p>Overview: Integrated campaigns that run mainly on online media. Should include the use of a few different platforms, e.g. sites, banners, social media.</p> <p>Submission Media: Case Study Video or Case Study Video + URL</p> <p>Elements Required: 1</p> |   |                          |                 |
| <b>2202</b>  | <b>Digital-Only Films / Single</b>          | <b>Single</b>            | <b>Rs 4000*</b> |
| <p>Overview: Advertising or promotional films, hosted online.</p> <p>Submission Media: Content Video or Content Video + URL</p> <p>Elements Required: 1</p>  |   |                          |                 |
| <b>2203</b>  | <b>Digital-Only Films / Campaign</b>        | <b>Campaign</b>          | <b>Rs 4000*</b> |
| <p>Overview: A series of 3 to 5 advertising or promotional films launched online.</p> <p>Submission Media: Content Video or Content Video + URL</p> <p>Elements Required: 3 to 5</p>   |   |                          |                 |
| <b>2204</b>  | <b>Digital Tools, Utilities or Websites</b> | <b>Single / Campaign</b> | <b>Rs 4000*</b> |
| <p>Overview: Digital tools, utilities or websites launched as part of a promotional campaign, not a brand.</p> <p>Submission Media: URL or Case Study Video</p> <p>Elements Required: 1 to 5</p>   |   |                          |                 |



- 2211 Mobile-Only Advertising / Campaign Campaign** **Rs 4000\***  
 Overview: A series of 3 to 5 ads designed for mobile platforms.  
 Submission Media: Content Video or Case Study Video  
 Elements Required: 3 – 5
- 2212 Mobile Apps** **Single** **Rs 4000\***  
 Overview: Apps designed for mobile platforms. Do not enter games here.  
 Submission Media: Case Study Video  
 Elements Required: 1
- 2213 Mobile Websites** **Single** **Rs 4000\***  
 Overview: Websites optimised for mobile platform.  
 Submission Media: Content or Case Study Video  
 Elements Required: 1
- 2214 Mobile Games** **Single** **Rs 4000\***  
 Overview: Branded games that are optimised for mobile platforms.  
 Submission Media: Content or Case Study Video  
 Elements Required: 1
- 2215 Innovative Use Of Mobile Tech** **Single** **Rs 4000\***  
 Overview: Work that pushes the boundaries of what can be done with mobile technology, using it in a novel way, including augmented mobile technology, location technology, networked mobile technology. Examples include work that uses GPS, networked games, etc.  
 Submission Media: Case Study Video  
 Elements Required: 1
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## SOCIAL MEDIA

### Branded Social Posts / Channels

**2301 Branded Social Channel** **Single** **Rs 4000\***

**Overview:** A brand's presence on a single social network, utilizing that particular network's individual qualities or strengths.

**Submission Media:** Case Study Video or Case Study Video + URL

**Elements Required:** 1

**2302 Branded Social Post** **Single** **Rs 4000\***

**Overview:** Branded posts on a social network, utilizing that particular network's individual qualities or strengths. If your post is a video, the entire video should be included in your case study.

**Submission Media:** Digital Image or Case Study Video

**Elements Required:** 1

**2303 Branded Social Campaign** **Campaign** **Rs 4000\***

**Overview:** A series of three to five branded posts on a social network, utilizing that particular network's individual qualities or strengths. If your post is a video, the entire video should be included in your case study. Campaigns may include posts across multiple social networks.

**Submission Media:** Digital Image or Case Study Video

**Elements Required:** 3 to 5

### Social Engagement

**2304 User-Generated Content** **Single / Campaign** **Rs 4000\***

**Overview:** Branded content that is derived from user-submitted materials.

**Submission Media:** Digital Image or Case Study Video

**Elements Required:** 1 to 5

**2305 Community Building** **Single / Campaign** **Rs 4000\***

**Overview:** Branded social content that encourages a response or other active participation from users to trigger engagement and interaction with the brand.

**Submission Media:** Digital Image or Case Study Video

**Elements Required:** 1 to 5

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## **Social Influencer Marketing**

**2306 Single Channel** **Single** **Rs 4000\***

**Overview:** Partnering with an established social media influencer to enhance or promote a brand through that influencer's audience and style, released on a single social platform. The influencer must have played an integral role in the creative process.

**Submission Media:** URL or Case Study Video or Case Study Video + URL

**Elements Required:** 1

## **Innovation In Social Media**

**2307 Innovation In Social Media** **Single** **Rs 4000\***

**Overview:** Social media posts or campaigns that explore new ideas, devices, or methods in their execution and push the boundaries of the discipline.

**Submission Media:** URL or Case Study Video or Case Study Video + URL

**Elements Required:** 1

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# **DESIGN & CRAFT FOR DIGITAL, MOBILE & SOCIAL MEDIA ADVERTISING**

**2401 Animation & Illustration** **Single / Campaign** **Rs 4000\***

**Overview:** Exemplary animation and illustration for advertising on digital, social and mobile advertising.

**Submission Media:** Digital Image or Content Video or Case Study Video

**Elements Required:** 1 – 5

**2402 Sound Design & Use Of Music** **Single / Campaign** **Rs 4000\***

**Overview:** Exemplary music or sound for advertising on digital, mobile or social media. Audio-only work needs to be submitted as an AV with the video showcasing the transcript of the audio.

**Submission Media:** Content Video or Case Study Video

**Elements Required:** 1 – 5

**2403 Art Direction** **Single / Campaign** **Rs 4000\***

**Overview:** Exemplary art direction for advertising on digital, mobile or social media.

**Submission Media:** Digital Image or Content Video or Case Study Video

**Elements Required:** 1 – 5

<b>2404 Writing</b>	<b>Single / Campaign</b>	<b>Rs 4000*</b>
<p>Overview: Exemplary writing for advertising on digital, mobile or social media.</p> <p>Submission Media: Digital Image or Content Video or Case Study Video</p> <p>Elements Required: 1 – 5</p>		
<b>2405 User-Experience / UX Design</b>	<b>Single</b>	<b>Rs 4000*</b>
<p>Overview: Design of the user experience for an app, game, tool, utility or website on digital, mobile or social media.</p> <p>Submission Media: URL or Case Study Video or Case Study Video + URL</p> <p>Elements Required: 1</p>		
<b>2406 User-Interface / UI Design</b>	<b>Single</b>	<b>Rs 4000*</b>
<p>Overview: Design of the user interface for an app, game, tool, utility or website on digital, mobile or social media.</p> <p>Submission Media: URL or Case Study Video or Case Study Video + URL</p> <p>Elements Required: 1</p>		

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