

## **CATEGORY: BRAND INTEGRATION & MARKETING**

**SUB CATEGORIES: B01, B02, B09, B11, B12, B13, B14, B15, B16, B20, B23 (Brand Integrations)**

### **Entry Submission Format & Judging Criteria:**

#### **Submission Format:**

All entries need to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides.

A video of the show needs to be uploaded

#### **Points to be included in the entry:**

*Objective:* Describe the objectives and goals that lead to the implementation of the campaign or integration.

*Strategy / Idea / Execution:* Describe the idea, strategy, implementation, execution and key features.

*Results / Impact / Overall Effectiveness:* Lay out the results of the work and how it successfully met the brands or organizations objectives and goals.

*Platform Relevance:* Describe how the platform, content & brand are good match and relevant for one another.

#### **Additional Material:**

*Video:* Upload a video that best represents your entry. The duration of the video should not exceed 2 mins (120 seconds) and it must be submitted in the original language of the work. Not more than 2 videos can be submitted.

*Transcript / Subtitles:* For work which is not in Hindi or English, transcripts or subtitles should be submitted, exactly as it was published or aired.

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry.

#### **Judging Criteria:**

*Idea:* Uniqueness, creativity & innovation of the concept / idea/ strategy.

*Execution:* Uniqueness, innovation & amplification used for the execution/implementation.

*Results:* Overall impact and results achieved by the campaign / integration for the brand / organization.

*Relevance:* Relevance of the association of the brand, the content and the platform with one another to achieve the objective.

## **SUB CATEGORIES: B03, B04, B05, B06, B07 & B09 (Marketing)**

### **Entry Submission Format & Judging Criteria:**

#### **Submission Format:**

All entries need to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides.

Both AV & PowerPoint presentation must include the below mentioned points that will help the judges evaluate the entry.

#### **Points to be included in the entry:**

*Objective:* Describe the objectives and goals that lead to the implementation of the campaign or integration.

*Strategy / Idea / Execution:* Describe the idea, strategy, implementation, execution and key features of the campaign.

*Results / Impact / Overall Effectiveness:* Lay out the results of the campaign and how it successfully met the brands or organizations objectives and goals.

*Media Mix:* Describe how effectively and innovatively was media used for promotions.

#### **Additional Material:**

*Video / Other Material:* Upload video / images or any other supporting material that best represents the entry. The duration of the video should not exceed 2 mins (120 sec), not more than 2 videos can be uploaded and it must be submitted in the original language of the work. The number of images should not exceed 5.

*Transcript / Subtitles:* For work which is not in Hindi or English, transcripts or subtitles should be submitted, exactly as it was published or aired.

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry.

#### **Judging Criteria:**

*Idea:* Uniqueness, creativity & innovation of the concept / idea/ strategy.

*Execution:* Uniqueness, innovation & amplification used for the execution/implementation.

*Results:* Overall impact and results achieved by the campaign / integration for the brand / organization.

*Use of Media:* Effectiveness of the media used for marketing & promotions.

## SUB CATEGORY: B08 (Influencer)

### **Entry Submission Format & Judging Criteria:**

#### **Submission Format:**

All entries need to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides

Both AV & PowerPoint presentation must include the below mentioned points that will help the judges evaluate the entry.

#### **Points to be included in the entry:**

*Objective:* Describe the objectives and goals that lead to the implementation of the campaign / integration or the association with the Influencer.

*Strategy / Idea / Execution:* Describe the idea, strategy, implementation, execution and key features.

*Results / Impact / Overall Effectiveness:* Lay out the results. How successful was the association of the brand with the Influencer and how it met the brands or organizations objectives and goals.

*Influencer & Platform Relevance:* Describe how the Influencer, the content, the brand and the platform are good and relevant match for one another.

#### **Additional Material:**

*Video / Other Material:* Upload video / images or any other supporting material that best represents the entry. The duration of the video should not exceed 2 mins (120 sec), not more than 2 videos to be submitted and it must be submitted in the original language of the work. The number of images should not exceed 5.

*Transcript / Subtitles:* For work which is not in Hindi or English, transcripts or subtitles should be submitted, exactly as it was published or aired

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry

#### **Judging Criteria:**

*Idea:* Uniqueness, creativity & innovation of the concept / idea/ strategy

*Execution:* Uniqueness & innovation used for the execution/implementation. Effectiveness and amplification by the Influencer

*Results:* Overall impact and results achieved by the campaign / integration for the brand / organization

*Relevance:* Relevance of the association with the Influencer and fitment with the content, brand and platform

## **SUB CATEGORY: B10 (Audio)**

### **Entry Submission Format & Judging Criteria:**

#### **Submission Format:**

All Entries needs to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides

Both AV & PowerPoint presentation must include the below mentioned points that will help the judges evaluate the entry.

#### **Points to be included in the entry:**

*Objective:* Describe the objectives and goals that lead to the implementation of the campaign or integration.

*Strategy / Idea / Execution:* Describe the idea, strategy, implementation, execution and key features.

*Results / Impact / Overall Effectiveness:* Overall impact and results achieved by the campaign / integration for the brand / organization.

*Relevance:* Describe how the content, the brand and the platform are good and relevant match for one another.

#### **Additional Material:**

*Audio:* Upload an audio that best represents the entry. The duration of the audio should not exceed 2 mins (120 sec). Maximum of 2 audios can be shared.

*Transcript / Subtitles:* For work which is not in Hindi or English, transcripts should be submitted, exactly as it was published or aired

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry

#### **Judging Criteria:**

*Idea:* Uniqueness, creativity & innovation of the concept / idea/ strategy

*Execution:* Uniqueness & innovation used for the execution/implementation.

*Results:* Overall impact and results achieved by the campaign / integration for the brand / organization

*Use of Media:* Effectiveness and relevance of the media used for marketing & promotions

## SUB CATEGORY: B17 (Technology)

### **Entry Submission Formats & Judging Criteria:**

#### **Submission Format:**

All Entries needs to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides

Both AV & PowerPoint presentation must include the below mentioned points that will help the judges evaluate the entry.

#### **Points to be included in the entry:**

*Objective:* Describe the objectives and goals that lead to the implementation of the campaign or integration.

*Strategy / Idea / Execution:* Describe the idea, strategy, implementation, execution and key features.

*Results / Impact / Overall Effectiveness:* Overall impact and results achieved by the campaign / integration for the brand / organization.

*Use of Technology:* Describe how effectively technology was used by a digital platform to enhance customer experience or by a brand or organization to create digital content for enhance brand communication.

#### **Additional Material:**

*Material:* Upload material that best represents the entry. If video, the duration of the video should not exceed 2 mins (120 sec). Maximum of 2 videos can be shared. If image, not more than 5 images to be uploaded.

*Transcript / Subtitles:* For work which is not in Hindi or English, transcripts should be submitted, exactly as it was published or aired

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry

#### **Judging Criteria:**

*Idea:* Uniqueness, creativity & innovation of the concept / idea/ strategy

*Execution:* Uniqueness & innovation used for the execution/implementation.

*Results:* Overall impact and results achieved by the campaign / integration for the brand / organization

*Use of Technology:* Effectiveness of the use of technology to create content or enhance customer experience.

## SUB CATEGORY: B18 (Gamification)

### **Entry Submission Formats & Judging Criteria:**

#### **Submission Format:**

All Entries needs to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides

Both AV & PowerPoint presentation must include the below mentioned points that will help the judges evaluate the entry.

#### **Points to be included in the entry:**

*Objective:* Describe the objectives and goals that lead to the implementation of the campaign or integration.

*Strategy / Idea / Execution:* Describe the entry's idea, strategy, implementation, execution and key features.

*Results / Impact / Overall Effectiveness:* Overall impact and results achieved by the campaign / integration for the brand / organization.

*Use of Gamification:* Describe how effectively gamification was used by a digital platform to enhance customer experience or by a brand or organization to create digital content for enhance brand communication and customer engagement.

#### **Additional Material:**

*Material:* Upload material that best represents the entry. If video, the duration of the video should not exceed 2 mins (120 sec). Maximum of 2 videos can be shared. If image, not more than 5 images to be uploaded.

*Transcript / Subtitles:* For work which is not in Hindi or English, transcripts should be submitted, exactly as it was published or aired

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry

#### **Judging Criteria:**

*Idea:* Uniqueness, creativity & innovation of the concept / idea/ strategy

*Execution:* Uniqueness & innovation used for the execution/implementation.

*Results:* Overall impact and results achieved by the campaign / integration for the brand / organization

*Use of Gamification:* Effectiveness of the use of gamification to create content or enhance customer experience.

## SUB CATEGORY: B19 (Emoji's & Memes)

### Entry Submission Formats & Judging Criteria:

#### **Submission Format:**

All Entries needs to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides

Both AV & PowerPoint presentation must include the below mentioned points that will help the judges evaluate the entry.

#### **Points to be included in the entry:**

*Objective:* Describe the objectives and goals that lead to the implementation of the campaign or integration.

*Strategy / Idea / Execution:* Describe the entry's idea, strategy, implementation, execution and key features.

*Results / Impact / Overall Effectiveness* Overall impact and results achieved by the campaign / integration for the brand / organization.

*Use of Emoji's & Memes:* Describe how effectively and innovatively emoji's and memes were used by a digital platform to enhance customer experience or by a brand or organization to create digital content for enhance brand communication.

#### **Additional Material:**

*Material:* Upload material that best represents the entry. If video, the duration of the video should not exceed 1 mins (60 sec). Maximum of 3 videos can be shared. If image / GIF's, not more than 5 to be uploaded.

*Transcript / Subtitles:* For work which is not in Hindi or English, transcripts should be submitted, exactly as it was published or aired

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry

#### **Judging Criteria:**

*Idea:* Uniqueness, creativity & innovation of the concept / idea/ strategy

*Execution:* Uniqueness & innovation used for the execution/implementation.

*Results:* Overall impact and results achieved by the campaign / integration for the brand / organization

*Use of Emoji's & Memes:* Effective, innovative and relevant use of emoji's & memes for brand communication.

## SUB CATEGORY: B21 (TV Integration)

### **Entry Submission Formats & Judging Criteria:**

#### **Submission Format:**

All Entries needs to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides

Both AV & PowerPoint presentation must include the below mentioned points that will help the judges evaluate the entry.

#### **Points to be included in the entry:**

*Objective:* Describe the objectives and goals that lead to the implementation of the campaign or integration.

*Strategy / Idea / Execution:* Describe the entry's idea, strategy, implementation, execution and key features.

*Results / Impact / Overall Effectiveness* Overall impact and results achieved by the campaign / integration for the brand / organization.

*Integration with TV:* Describe how effectively and innovatively was the OTT integrated with TV

#### **Additional Material:**

*Material:* Upload material that best represents the entry. If video, the duration of the video should not exceed 1 mins (60 sec). Maximum of 3 videos can be shared. If image / GIF's, not more than 5 to be uploaded.

*Transcript / Subtitles:* For work which is not in Hindi or English, transcripts should be submitted, exactly as it was published or aired

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry

#### **Judging Criteria:**

*Idea:* Uniqueness, creativity & innovation of the concept / idea/ strategy

*Execution:* Uniqueness & innovation used for the execution/implementation.

*Results:* Overall impact and results achieved by the campaign / integration for the brand / organization

*Integration with TV:* Effective, innovative and relevant integration with TV.

## SUB CATEGORY: B22 (Promo)

### **Entry Submission Formats & Judging Criteria:**

#### **Submission Format:**

All Entries needs to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides

Both AV & PowerPoint presentation must include the below mentioned points that will help the judges evaluate the entry.

#### **Points to be included in the entry:**

*Objective:* Describe the objective, plot, characters, genre and audience.

*Strategy / Idea / Execution:* Describe the entry's idea, strategy, implementation, execution and key features.

*Results / Impact / Overall Effectiveness:* Overall impact and results achieved by promo / trailer of the show.

*Use of Media:* Describe how media was effectively used to popularize the promo.

#### **Additional Material:**

*Material:* Upload the promo / trailer video, the duration of the video should not exceed 1 mins (60 sec). Maximum of 3 videos can be shared.

*Transcript / Subtitles:* For work which is not in Hindi or English, transcripts should be submitted, exactly as it was published or aired

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry

#### **Judging Criteria:**

*Idea:* Uniqueness, creativity & innovation of the concept / idea/ strategy

*Execution:* Uniqueness & innovation used for the execution

*Results:* Overall impact and results achieved by the promo / trailer for the show

*Use of Media:* How effectively and innovatively was the media used to popularize the promo.