

CATEGORY: BRAND INTEGRATION & MARKETING

SUB CATEGORIES: B01, B02, B11, B15, B18 (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 other.

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 (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 (Performance 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, KPI's and goals that lead to the implementation of the campaign

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

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

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:

Execution: Strategy, implementation, execution and key features

Results: Overall impact and results achieved by the campaign

SUB CATEGORY: B09 (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: B12 (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: B13 (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: B14 (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: B16 (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: B17 (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 prom