



Rules & Regulations:

exchange4media presents the 6th edition of Indian Marketing Awards on 29th November 2019 that will set yet another standard of marketing excellence in India.

The awards recognise the fact that marketing is critical for organic growth of a business and its central role in creating, communicating, capturing and sustaining value for an organisation.

The awards will be presented to organisations, individuals and teams who have achieved extraordinary success from innovative and effective marketing practices, having regard to the particular circumstances of different industries and diversity of marketing programs.

We look forward to seeing your campaign in this year's competition and invite you to join the award ceremony on 29th November at Mumbai this year.

ENTRIES SUBMISSION WILL BE ONLINE at the Indian Marketing Awards entry portal. Visit <https://e4mevents.com/ima-2019/>

The Eligibility Criteria :

Campaigns that ran in India **between 1st July, 2018 to 30th June, 2019 are eligible** for entry. Campaigns may have been introduced earlier but must have run during this period and have data qualifying time. You may re-submit campaigns from prior competitions if they ran during the qualifying time and have data relative to the qualifying time. Campaigns not in the English language must be accompanied by a complete translation in English to make judging possible. The results the judges are evaluating must be within this period, but data prior to the eligibility period may be included for context. No results after 30th June, 2019 may be included.

Judges also appreciate understanding your case in the real marketplace and your future outlook if your case is ongoing. While you cannot present results after June 30th, 2019, in this year's competition, make sure to address your future outlook. Present your case in the context of the real marketplace and timing – do not present your case in isolation.

Who Can Enter ?

Any company (client, creative agency, media agency, digital agency etc.) can take the lead on entering IMA.

How Your Entry will be Judged ?

Your entry will be judged by some of the brightest and most experienced business leaders. Entries are judged in two phases.

Phase 1 – Screening by assessment jury online and scoring by them. The assessment jury is the combination of brand marketing heads, CMOs and marketing professionals.

Each assessment jury member gets anonymous entry without disclosing the entrant's name.

Jury member from the same entry brand is recued to judge the entry and also if they are from direct competition brand. Each entry is judged by at least 3 different jurors.

On the basis of set criteria then the overall average of score in generated online and we get our shortlist.

Phase 2 - The grand jury consist of MD, CEOs of leading brands then go through the shortlisted entries and with discussion and scoring they decide Gold, Silver and Bronze winners.

It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all. Not all finalists become winners.

Judges read your written case and then watch your video. Make sure your team reviews both together to ensure they work seamlessly together before submitting your entry.

Scoring System

Judges are asked to evaluate specific criteria in scoring a marketing case's overall effectiveness and provide four separate scores analyzing specific attributes of the work. The breakdown is as follows:

The Issue (Challenge & Objective) = 25%

The Strategy = 25%

The Execution = 25%

Results = 25%

100% of final score

Completing the Entry Form (WRITTEN CASE STUDY)

Your entry should tell the complete story of all advertising and marketing communications that were created and implemented for this marketing effort, and any other factors that impacted your efforts.

Carefully review and answer the detailed instructions under each question on the entry form (Written Case Study). Judges review these detailed instructions when scoring and will deduct points if all aspects of the question are not answered.

Cases with clear, easy-to-understand connections between the issue, strategy, execution and results will stand out from the masses. Using readability tools (i.e. bullets, white space, bold/italics/underline, charts) will help the judges easily process your information.

Submission of Entries

- Entrants must register first using the website address and create Login ID & Password.
- You will have to select your own login ID and Password
- Please keep your entry ready before start filling it online as **form will expire after 30 mins.**
- We request you to submit soft copy of the online entry application form duly filled in, authorized and signed by the client and media agency representative. Kindly note the Client Signature is required for each case – entrants should provide the client signature on the Client Authorization Letter to validate the data submitted is all true.
- The name of the Entrant Organization / Agency / Clients / Campaign should be correctly and carefully entered and entrants should follow a uniform policy for credited company names when entering - please use the same name across all entries without any abbreviation or short forms for agency and client as same will go on the trophies. No changes will be allowed post submission of the entry.
- Creative URL (Video/ PPT, not more than 120 seconds/8-10 slides)
- An entry made can only be edited till payment is made. To delete any entry please contact the e4m IMA team.

Creative Showcase/ Material :

Creative Communications Video (Not more than 2 minutes and recommended file size is 100 MB)

The jury prefers to see audio visual. It is advisable to have Audio in the video for all the entries. The Jury will not view a video more than 120 seconds, so send your best montage.

The following to be uploaded onto the Google Drive and the url shared in space allocated for reference material. (Don't forget to make the link PUBLIC)

Important Points To Be Noted :

1. Your explanation on the video/PPT cannot include agency names / logos, competitive work/logos.

Helpful Suggestion To The Entrant :

Be direct. Present your story in an easy-to-follow style with minimum hyperbole. The link between the issue, the strategy, execution and results should not be hidden.

Identify the competitive landscape. Do not assume that the judges reviewing your entry are aware of the marketplace ins and outs of your particular category. Be sure to provide a clear picture of the marketplace situation.

Be concise. Use the space and key bullet points. The word limit for each section will be 300.

Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to easily assess the success of the marketing initiative.

Make sure your entry does not include an agency's name anywhere in the written case study or creative materials — IMA is an agency-blind competition. The reason judges disqualify an entry is including agency name in the written case study or creative materials.

AWARD CATEGORIES:

A. STAGES OF BRAND BUILDING

1. Category creation
2. New Product launch
3. Brand Extension
4. Brand Rejuvenation
5. Transformational growth
6. Customer Relationship Marketing
7. Customer Experience
8. Use of Consumer Insight
9. Use of Analytics/ Big Data/AI

B. COMMUNICATION

1. Best Use of TV
2. Best Use of Print
3. Best Use of Radio
4. Best Use of OOH
5. Best Use of Experiential Marketing
6. Best Use of Digital Marketing/ Social Media
7. Best Use of Omni Channel Marketing
8. Best Use of Integrated Marketing Campaign
9. Branded Content
10. Innovative Use of Technology
11. Marketing on a Small Budget
12. Best Use of PR

C. DESIGN

1. Brand Identity/Packaging
2. Design - Physical Space / Store

D. MARKETING TO UNIQUE AUDIENCES/ REGULATED ENVIRONMENT

1. Not for Profit Sector/CSR
2. B2B Sector
3. Healthcare & Pharmaceutical

E. EXCELLENCE AWARDS

1. Lifetime Achievement Award

Nominations listed by e4m editorial and final decision by the grand jury.

2. Marketing Team of the Year

This will be awarded based on the maximum awards accrued in the previous categories.

Entry Fee

The entry fee is Rs.15,000/-(Entry Fee inclusive of 18% GST) per campaign. A single ad released over a period of time could constitute a campaign. This fee will be applicable if the entry is submitted up to Wednesday, 18th October, 2019.

Mode of Payment : Entrants may make a consolidated payment by cheque, DD, NEFT / RTGS, Mobile Banking. The entries submitted through cheque / DD should be in favour of Adsert Web Solutions Private Limited' Delhi/NCR Address: B-20, Sector 57, 1st Floor, Noida, UP 201 301. Tel: 0120 4007700. Outstation cheques will not be accepted. DD preferred. Please mention the entrant name behind the Demand Draft.

In the event of NEFT/RTGS/Mobile Banking it is compulsory to send the copy of the Payment Advise or UTR NO. There will be no refunds for any reason.

NEFT / RTGS DETAILS

A/c holder name - ADSERT WEB SOLUTIONS PRIVATE LIMITED

Payment Details :-		Payment Details :-	
Bank	Standard Chartered Bank	Bank	ICICI Bank Ltd.
A/c No.	52205402816	A/c No.	000705020823
IFSC	SCBL0036020	IFSC	ICIC0000007
Branch	Narain Manzil, Barakhamba Road, New Delhi	Branch	Connaught Place, New Delhi

Deadline

The Trophies – Gold, Silver, Bronze or Grand – will be announced at the Effie Awards Gala. Awards may not be given in all categories.

Entries open with early bird discount (25%) – Till 6th September 2019

Entries open with regular entry fees – Till 1st October 2019

Entries open with late fees (10%) – Till 10th November 2019

Entries close on – 11th November 2019

Judging by Assessment Jury – 8th November – 18th November 2019

Final judging by grand jury – 20th November 2019

The IMA Gala Ceremony will be held on Friday, 29th November, 2019 at 5:00 p.m. onwards in Mumbai.