



MEDIA ABBY AWARDS AT GOAFEST 2019

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Last Date for submitting Entries: Thursday, 28th February, 2019.

1. CATEGORIES

A. USE OF MEDIA

In these categories, your entry will be judged specifically on the creative/innovative use of the media, regardless of the product or service.

Category No.	Category Name	Details
1	Innovative Use of Audio Visual	All entries pertaining to the use of audio video content whether on television, cinema or digital platforms will be considered Examples: In serial integrations, sponsorships, digital videos, cinema airing etc.
2	Innovative Use of Print	All entries pertaining to the use of newspapers and magazines will be considered
3	Innovative Use of Activation	All entries pertaining to the use of Out of Home media, Ambient Media, Events, Activation and Cinema will be considered Examples: Hoardings, transit media, mall branding, on-ground activations, brand promotions, cinema activations etc.
4	Innovative Use of Radio	All entries pertaining to the use of radio will be considered Examples: Radio sponsorships, Radio AFPs, RJ mentions etc.
5	Innovative Use of Branded Content - Integration	All entries where the brand has been integrated in EXISTING properties irrespective of the medium will be considered. Examples: Content created for sponsoring a property, TV/digital serial integrations, integrations in movies and existing live shows etc.
6	Innovative Use of Branded Content - Creation	All entries where the content has been created specifically for a brand and NOT deployed in an existing property Example: Special IPs created, digital videos, new webisodes, AFPs, advertorials, etc.

7	Innovative Use of Digital Search	All entries pertaining to both SEO and SEM will be considered
8	Innovative Use of Social Media	All entries which have used social media will be considered Influencer Marketing programs and community building programs etc. will be also considered
9	Innovative Use of Digital Display	All entries which have used digital display will be considered Videos embedded in banner ads will also be considered
10	Innovative Use of Mobile	All entries which have creatively used mobile will be considered. Examples: Gaming apps, VR, AR, bots etc.
11	Innovative Use of Integrated Media	Campaigns that have used 3 or more mediums will be considered. Each vertical of digital media will be considered as a separate medium For this category 'media' will include <ol style="list-style-type: none"> 1. Television 2. Newspapers 3. Magazines 4. Radio 5. Cinema 6. Digital Display 7. Digital Search 8. Mobile 9. Out of home Media Branded content and video have to be deployed on a medium hence they not been called out separately as a medium

B. SPECIALIST CATEGORIES

In these categories, your entry will be judged specifically on its appropriateness to the category, regardless of the medium used.

Category No.	Category Name	Details
12	Cause Marketing	<p>This applies to campaigns that address a civic, social or environment problem done for non-profit organizations, associations, public bodies and/or government agencies.</p> <p>A campaign done by a brand towards a social cause will also be eligible. The evidence of the campaign's success should be skewed more towards the cause rather than building the brand's equity.</p>
13	Innovative Use of Data & Analytics	<p>Campaigns which use proprietary data, primary research, client data or existing data (using data bases like BARC, IRS, TGI, publisher data etc.) will be considered.</p>
14	Innovative Use of Emerging Technology	<p>Campaigns that have leveraged existing or progressive technologies for driving insights or business will be considered.</p> <p>Strategic collaborations with analytics / technology providers will also be considered.</p>

C. SOUTH ASIA CATEGORY (EXCLUDING INDIA): SPECIAL AWARD

Category No.	Category	Details
15	Innovative Use of Integrated Media	<p>Best Integrated Campaign (Entries in this category must include at least 3 types of media e.g. Press, TV, Radio, Cinema, Outdoor, Digital etc.)</p> <p>South Asian Countries can also send entries in the categories from 1 to 10 & 12 to 14 in which case, they will compete with all the Indian entries received in those categories.</p>

D. MEDIA ABBY GRAND PRIX

There will be only one Media Abby Grand Prix Award across all categories i.e. 1 to 14. This will go to the best amongst all Gold Winners.

A Grand Prix is awarded to an entry that is a Gold winner in a particular category. As is followed internationally on the event day only the Grand Prix will be awarded for the said entry. Even in the sheet circulated post awards that gives the metal tally only Grand Prix will be shown and the Gold will be excluded.

E. MEDIA AGENCY OF THE YEAR AWARD:

Will be judged from the metal tally of 1 to 14 categories mentioned above.

2. RULES & REGULATIONS

- a) Only those agencies appointed for the purpose of media planning and / or buying by a client can submit work for that client. Any company/organization not having this mandate does not qualify for Media Abby awards.
- b) All entrants are requested to take a printout of the forms uploaded online and should be sent duly signed by the authorized representative from the advertiser / owner of the rights of the advertisement along with the cheque and the control sheet physically to the address given. Client authorization is a must.
- c) All GOAFEST Media Abby entries uploaded online must be designed for implementation and must have been implemented for the first time **between 16th February, 2018 and not later than 15th February, 2019.**
- d) Work entered in previous year cannot be re-entered unless a significantly different version is created anew.
- e) All media solutions uploaded must have been created within the context of a normal paying contract with a client. The client must have paid for all the media costs. The jury reserves the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) in the event that an entry is short-listed or declared a winner.
- f) Adherence to material requirements is imperative in terms of format, duration, sizes shared under "Material and Sample Formats" in this brochure.
- g) The organizers may refuse entries which offend national or religious sentiments, or public taste.

- h) All payments must be accompanied by a Control Sheet mentioning the number of entries, payment made for each, and finally the total. Entries with no/inadequate payment will not be accepted. No refunds shall be offered, for any reason whatsoever.

RULE REGARDING ENTERING IN MULTIPLE CATEGORIES

You can submit the same entry under 3 different categories from the 14 categories mentioned above. NOT MORE than 3 submissions will be allowed.

3. JUDGING PROCESS

- a) The entire process WILL BE PAPERLESS and AUTOMATED.
- b) The award-winning entries will be selected by the Media Abby Jury.
- c) The jury's voting will be based on the 4 cornerstones listed below.
- a. Innovative Media Strategy
 - b. Engaging Creativity
 - c. Encompassing the Audience
 - d. Effectiveness
- d) The decision of the jury in all matters relating to the awarding of prizes will be final and binding.

4. AWARDS

- a) Category prizes: In each category, the jury will award a Gold, Silver and Bronze Media Abby Award to entries judged to be deserving of this honor. These awards will be given to the entrant companies.

b) COMPUTATION OF POINTS (for Agency of the Year recognition):

Points will be allocated on the basis of Gold, Silver & Bronze.

- **Gold** : 8 points
- **Silver** : 6 points
- **Bronze** : 4 points
- **GRAND PRIX** : 12 points

NOTE: The points obtained for winning a GRAND PRIX will be included in computation of the Agency of the Year. A GRAND PRIX generally goes to an entry that is also a Gold winner in a particular category, hence the marks will be allocated only once i.e. for the GRAND PRIX and not for the Gold and even on the awards day only one trophy, i.e. GRAND PRIX, will be presented. The marks for an entry that bags a GRAND PRIX are 12 points.

5. ENTRY DEADLINE

Thursday, 28th February, 2019, 5:00 pm.

All materials, documentation and payments must be received at the Ad Club (AAA office) not later than the above mentioned date.

6. ENTRY REQUIREMENTS

- a) All entries must relate either to one advertisement or campaign. Entries relating to more than one advertisement/campaign (even if promoting the same product) must be entered individually and paid for as separate entries.
- b) It is permissible to upload the same entry for up to a maximum of 3 different categories, e.g. From (A) Innovative Use of Media & (B) Specialist Category. However, in this case, you must upload and submit a separate online entry form and a set of materials for each entry and also pay for each entry.

7. ONLINE ENTRY FORM DETAILS

a) PART 1: ENTRY DETAILS

- For each entry, an online entry form should be provided.
- Only the information contained in the forms will be reproduced in any printed material if your entry is short-listed or a winner.
- It is very important that this information be complete and correct in all respects.
- Please carefully check and re-check the credits you have entered.
- If you are short-listed or a winner, the credit published on our website will be strictly on the basis of whatever is furnished by you in the Online Entry Form.

The entry form will be entered online but you are requested to take a print out of the same and send it along with the cheque and the control sheet. You should not upload the entry form along with the case study.

b) PART 2: CASE STUDY DETAILS(FOR CATEGORIES 1 TO 12 AND 14 TO 15)

You will be required to answer the following questions (i) to (v) as part of your case study submission.

- i) Describe the communication goal(s) for this media entry:

(50words maximum)

- ii) Innovative Media Strategy: Show how your innovative media strategy represents a new, consumer insight based approach, gaining extra receptivity for the brand's message and strengthening the brand's connections with consumers.

(100 words maximum)

- iii) Engaging Creativity: Show how the media and the message work together to enhance the overall impact of the effort and engage the consumer.

(75 words maximum)

- iv) Encompassing the Audience: Show how the media idea travelled across and leveraged the most appropriate touch points and encompassed the target audience.

(75 words maximum)

- v) Effectiveness: Show how the effort maximized the value of the investment and generated marketplace results.

(50words maximum)

c) **PART 2: CASE STUDY DETAILS(FOR CATEGORY 13 – INNOVATIVE USE OF DATA&ANALYTICS)**

You will be required to answer the following questions (i) to (v) as part of your case study submission.

- i) Objective for this entry: (Maximum words: 50)

- ii) The Methodology: (Maximum words: 200)

- iii) The Details of Research or Tool Developed (if any): (Maximum words: 250)

- iv) The Findings (Maximum words: 150)

- v) Effectiveness: (Maximum words: 100)

Please ensure that you adhere to the word limit specified for each question. You will have to type the details in the 'text box' provided in the online entry form. You will not be able to save your entry if you exceed the word limit.

You should submit your answers as continuous text, without bullets, symbols or colour. In addition if you want to provide / furnish any graphs or tables, it will have to be uploaded separately as images not exceeding

two pages. Anything submitted more than the specified requirement can lead to disqualification.

Please ensure you do not refer to the name of your agency (failing which the entry gets disqualified) or any contributing creative companies or people within this online submission.

8. MATERIAL REQUIREMENTS

- This year, case study videos / AVs will NOT be accepted
- However you will have to submit 'PROOF OF WORK' to enable the jury to get a better understanding of your entry
- PROOF OF WORK means videos, audios or images that show the judge exactly how the idea/strategy was brought to life in media
The video SHOULD NOT include the following
 1. Background / marketing / communication objectives
 2. Consumer Profiling / Insights
 3. Solution / Approach / Amplification Strategy
 4. Results
 5. **No Voice Over / No special effects**
- **The submission should be work as it appeared in the market place**
- **Please do not submit any presentation boards in physical format / hard copy**
- Fully fledged AVs / Case study videos are NOT allowed. If submitted, the entry will be **disqualified**

NOTE (SHORTLISTED ENTRIES)

YOU WILL BE REQUIRED TO SUBMIT AUDIO VISUALS AS CREATIVE SUPPORT ONLY FOR THE ENTRIES SHORTLISTED AND A GOOD NUMBER OF TEN DAYS WILL BE GIVEN TO YOU FOR SUBMISSION.

(AUDIO VISUAL DURATION : NOT MORE THAN 3 MINUTES)

9. MATERIAL FORMATS

- Video Clips:MP4 file (File size should not be more than 100MB). The duration of the video should not exceed 3 minutes
- Images: Jpegs, 300 dpi RGB, with longest side 420mm. File size should not be more than 10MB
- Audio files: MP3 format. Bit-rate 64 kbps, Compression ratio 22:1.

NOTE:

- You can upload a maximum of 5 (five) units as “PROOF OF WORK”
- It can be a combination of video, images and/or audio files
- Please make sure that the material provided can be easily understood and shown to the jury.
- Entries that are not in English should be translated or accompanied by a full translation.

10. FEES

- An **entry fee of Rs.11,000/- plus 18% GST i.e. Rs.12980/-** will be applicable for each piece of work entered in category **1 to 10 and 12 to 14**.
- For **Category 11, Innovative Use of Integrated Media** the entry fee will be **Rs.15,000/- plus 18% GST i.e. Rs.17700/-**.
- For South Asian Countries: the **entry fee will be US\$ 20/- plus 18% GST** (Exchange rate prevailing on day of submission)
- Payments should be made by Demand Draft payable at par at Mumbai or Cheque in favour of **The Advertising Club Bombay A/c Abbys**.
- Entries from India should be paid by cheque only. Any payment instrument / cheque payable outside Mumbai will not be accepted. For entries from outside India, please issue a Demand Draft in US dollars, payable in Mumbai. Please mention the entrant name behind the Demand Draft. For NEFT (Please enclosed the NEFT payment details).
- **AN EMAIL SHOULD BE SENT TO Mathew@adclubbombay.com&Neehar@adclubbombay.com WITH PROOF OF PAYMENT DETAILS (SCAN COPY OF CHEQUE / DD OR NEFT TRANSACATIONS DETAILS). THIS IS A MANDATORY.**
- The organizers cannot accept any responsibility for entries lost in transit. Please fully cover all courier and mailing costs in advance, up to and including arrival at the Ad Club (AAAI office).

- **NEFT DETAILS : ABBYS BANK DETAILS**

Bank Name	ICICI Bank
Account Type	Saving Account
Branch & Address	Opera House Branch. 396/410 Shamilha Terrace, Lamington Road, Opera House, Mumbai 400 004.
RTGS/NEFT IFSE Code	ICIC0000348
Account Name	The Advertising Club Bombay A/c ABBYS
Account No.	034801004460
MICR	400229044

11. MISCELLANEOUS

- GOAFEST Media Abby Online Entry Form must be duly signed by
 - ✓ the authorized representative from the Entrant Company
 - ✓ the Client Representative (**Kindly note the Client Signature is a MUST, either you provide it on the printed entry form or on the Client Authorization Letter.**)
- **One hard copy of Control Sheet which is a summary of entries submitted by the entrant duly filled in along with the payment details & signed by the entrant representative. CONTROL SHEET IS A MUST.**

- Please send the above, along with the payment by courier or registered mail to:

Advertising Agencies Association of India

**B-502, Marathon Futurex, N M Joshi Marg, Lower Parel,
Mumbai 400013.**

Telephone: AAI :(022) 23080870 / 23012565

Telephone : Ad Club : +91-22-23810213, +91-22-23894091,+91-22-23813034,

E-mail: adclub@vsnl.com

- It is in your interest to confirm safe delivery of your entry. Please follow all the above instructions carefully. **All entries uploaded will become the property of the AAI & Ad Club.**
- Each entrant must accept full responsibility for the quality of entries and discharges the organizers from any responsibility in respect of third parties. The decisions of the organizer in all matters relating to GOAFEST shall be final and binding.

12. HOW TO UPLOAD ONLINE AT GOAFEST MEDIA ABBYS 2019

Kindly follow the below mentioned instructions, so as to enable you to upload your entries for GoaFest Media Abbys 2019.

How to Login :

1. You will have to register first using the website address given by us i.e. www.theadclubawardsentries.com
2. You will have to select your own login ID and Password. You can choose up to 3 to 4 persons to enter the data and allocate different ids to them. Please feel free to contact the Ad Club Secretariat should you need any help.
3. Please refer to the Help option for any guidance required.
4. You are requested to take a print out on a day to day basis of entry updation as it will help you to maintain control on number of entries sent and also the amount to be paid to the Advertising Club.
5. We request you to submit one hard copy of the online entry application form duly filled in, authorized and signed by the entrant & client representative.
6. We suggest that name of the Entrant Organization / Agency / Clients should be correctly and carefully entered and Agencies follow a uniform policy while entering. Please use the same name across all entries without any abbreviation or short forms for agency and client. **No changes will be allowed post submission of the entry.**
7. The participants have been provided with multiple edit facility which can be used to edit entries but once the participant chooses the option **FINAL SUBMIT** there is no room for any change.
8. Participants are requested to take a printout of the forms entered and should send the printed forms after choosing the option FINAL SUBMIT along with the control sheet & the payment.