



## **CREATIVE ABBY AWARDS @ GOAFEST : 2019**

### **CATEGORY 10** **DIGITAL & MOBILE**

#### **DIGITAL**

##### **10A. Websites / Microsites**

Website entry cannot be submitted in microsite category and vice-versa.

- a. **Brand Website** – Long term destination that takes into account navigation, layout, usability, aesthetics and content, etc. Multiple entries for the same site in different sub-categories is not permitted.
- b. **Brand Microsite** – Short term destination to promote a campaign etc. Multiple entries for the same campaign in different sub-categories is not permitted.

##### **10B. Social Media**

**Social engagement should be the primary purpose and not a secondary component in the overall activity.**

- a. **Social Media (Co-Creation / Crowd sourcing / Response etc.)** – Brand initiatives that encourage the community to contribute or collaborate in innovative ways.
- b. **Social Media (Tools / Applications)** – Digital applications or tools specifically designed for a social platform.

##### **10C. Digital Games**

**The same entry can only be entered once in this section.**

- a. **Games (Online)** – Games specifically created for use on online platforms including social.
- b. **Games (Others)** – Digital games deployed outdoor / offline.

##### **10D. Digital Technology**

**The same entry can only be entered once in this section.**

- a. **Technology (Utility / Tool)** – Creative use of technology that creates value for the consumer.

- b. **Technology (Installations)** – Brand engagements utilizing interactive screens etc. at on-ground / outdoor / offline spaces.
- c. **Technology (Others)** – Campaigns that employ innovative technology to create engagement that are distinct from the above two. Each piece of work must be paid separately.

**10E. Search**

Innovative approach to Search using paid search, Search Engine Optimization, etc.

**10F. Use of Email**

Innovative approach to using or executing emails to achieve brand objectives.

**10G. Best in Innovations on OTTs or Content Platforms**

Branded content created exclusively for OTT platform such as stand-alone feature film, or web-series. This does not include DVCs (digital video commercials) or any other form of video-advertising. The film/web-series should have been released on one or more OTT platform, such as Youtube, EROS Now, SonyLiv, Zee5, ALT Balaji etc. and should have been created for the brand. Includes how advertising on or collaborating with an OTT or internet content platform helped craft or boost the brand message.

Entry should be supported with highlights of the film and how the brand integration has been carried out. The entry should be sent on an online link only.

**Key Factors :**

- Relevance to the OTT Platform’s audiences
- Creative and Originality in Communication
- Strategic fit of the OTT platform to the campaign idea
- Impact of the Campaign

**10H. Best in Creator Partnerships**

Includes how collaborating with an internet creator(s) helped craft or boost the brand message. Note: This doesn’t include celebrity partnerships or amplification. Internet creators are specifically those who create content for audiences on the web. Partnerships can range from a single tweet to a long-term association.

**10I. Best in Moment Marketing**

Includes how an unpredictable, real-time event was used to craft or boost the brand message. Note: This doesn’t include topical events like festivals, national holidays or special days like Mother’s or Father’s Day. Can include marketing on and off social media.

**10J. Best in Platform Innovation**

Includes how a particular social media platform was used in a new way to craft or boost the brand message. Note: Entries cannot club multiple platform activities together. The creative idea needs to be born out of an insight about the platform, or its audience

**MOBILE**

**OK. Mobile/Tablet Site** - Includes mobile sites, tablet sites and mobile optimized sites.

**DL. Mobile/Tablet Apps** - Apps that are either pre-installed or can be downloaded from app stores or via Bluetooth / Wi-Fi, etc.

**DM. Mobile Technology** - Campaigns that use location or proximity such as RFID, GPS, geo-tagging, etc., augmented reality including image recognition (QR codes, bar codes, etc.)

**DN. Mobile Games** - Branded games specifically designed for mobiles / tablets whether pre-installed, downloaded or hosted on mobile site.

**DO. Mobile Messaging** - Campaigns that make use of SMS / IVR / Missed Call, etc.

**DIGITAL SPECIALIST AGENCY OF THE YEAR AWARD : (Digital + Mobile + Digital Craft ) Will be adjudged from the metal tally from the categories 10A to 10O & 20A to 20C.**

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## **MATERIAL**

**(NO AV SHOULD BE OF MORE THAN 3 MINUTES DURATION)**

**DIGITAL & MOBILE (NO PHYSICAL ENTRY)**

URL is a must.

In case of social media where the pages are not available any more the screen grabs need to be uploaded.

Video presentations (not more than 3 minutes) of the case studies can be uploaded online in mp4 format.

**IN CASE OF MOBILE :**

Phone models on which the work is accessible should be clearly listed. Plus a video grab of the full working app or site on a phone.

**FOR ALL DIGITAL & MOBILE ENTRIES URL IS A MUST.**

**You are requested to take a print out of the Entry Form post the completion of the submission process for which only one URL to be given. The form should be accompanied by the cheque. Each piece of work will be treated as a separate entry.**



