



CREATIVE ABBY AWARDS @ GOAFEST : 2019

CATEGORY 11

DIRECT

Direct Marketing is targeted direct communication designed to generate response or specific action whilst building and prolonging relationships.

Entries in categories 11A to 11F can include communication from all product and service companies. Campaign for Social awareness or charity causes have to be entered in Category 11G.

This category is further sub-divided into sub-categories.

These are:

11A. Direct Response – PRESS

Any communication for consumer or business campaigns

- Selling off-the-page or
- generating enquiries via print ads,
- loose or bound-in inserts, or
- wrap-arounds on publications

It could be a single press ad/insert or a campaign. Make sure you state the carrier medium (in the case of an insert) and submit fulfilment material if appropriate. Brand campaigns with a url or telephone number, will not be considered as Direct Response Press campaigns, unless there is a call for specific action to generate enquiries or sell off the page.

11B. Direct Response – AV (TV Film / YouTube Film / Infomercial)

This category is for film or audio content, such as short-form web videos, viral videos, podcasts, AV, TV commercials etc. All work must seek to generate a response, and can be in paid, earned or owned media.

Brand campaigns with a url or telephone number, will not be considered as Direct Response campaigns, unless there is a call for specific action to generate enquiries or sell products or services.

11C. Direct Response – Dimensional Mail (3D Pieces)

Multi-dimensional mailing includes any addressed, posted or delivered 3D mail including those with samples or pop-ups. Any addressed mail that is delivered in a tube, carton or other non-standard carrier will be considered Dimensional Mail.

For a piece to be Direct it should: a) Be highly targeted – you know your audience and have created work specifically to reach them; b) Have a call to action/direct response mechanism – the work you have

created makes your audience do something; c) Have measurable results – the above call to action has produced a quantifiable impact in your business/organization (e.g. increase in sales/customers/donations)

11D. Direct Response – Flat Mail (without bulky enclosures)

Flat mailing would include any addressed, posted or delivered mail without samples or pop-ups. It does not require boxes or padded envelopes for delivery. Only standard envelope formats, self-mailers and catalogs that include a measurable reply mechanism.

For a piece to be Direct it should: a) Be highly targeted – you know your audience and have created work specifically to reach them; b) Have a call to action/direct response mechanism – the work you have created makes your audience do something; c) Have measurable results – the above call to action has produced a quantifiable impact in your business/organization (e.g. increase in sales/customers/donations)

11E. Direct Response - Emailers : (need to include landing page wherever required)

Any email messages generating response or engagement and includes a measurable reply mechanism. Entries will be judged on overall conceptual strength, including subject line, body copy, design, and original and appropriate use of technology, if employed. Please describe anything unique or creative about your choice of the target audience. Explain how this effort was deemed a success.

The campaign could be a single email, a series of related emails, bulk campaigns or trigger emails. This category does not include email used in conjunction with another channel as part of the same campaign. This is for email-specific campaigns.

11F. Direct Campaign using any two of the above.

Campaigns led by Direct Marketing Programmes that use multiple media types in one campaign which is initiated, led or driven predominantly by direct marketing.

Note, entries in this category MUST contain at least two DIFFERENT media, and a clearly identifiable targeted / direct communication component or core idea.

11G. Work done for Social Awareness or Charity Causes.

Direct marketing campaigns, in any media, that promote charitable causes or are meant for social awareness should be entered here.

(For Category 11F the entry fee is Rs.14,000/- plus 18% GST)

DIRECT SPECIALIST AGENCY OF THE YEAR AWARD : Will be adjudged from the metal tally from the categories 11A to 11G.

MATERIAL

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

DIRECT :

Direct entries uploaded must be in jpeg format. File size should not be more than 10MB.

Videos uploaded must be in mp4 format (not more than 3 minutes). File size should not be more than 100MB.

For all entries, you must supply a one page Presentation Board size not exceeding 40 cms by 60 cms that contains some key visuals and a simple, clear summary in English of the brief, strategy and results in not more than 100 words. You must not refer to the name of your agency or any contributing creative companies on the Presentation Board.

Your Presentation Board must touch upon and explain the following points: a. Category, b. Sub Category, c.

**Entry Details, d. Objective of entered work, e. Creative Solution, f. Results
(PHYSICAL ENTRY IS MUST WITH ONLINE SUBMISSION)**

For all entries, we **strongly recommend** that you prepare a Case Film in 3 min duration to support your entry. This presentation will be used for Jury deliberations. **Please send in an actual sample of your Direct Mailer entry.**

