



## CREATIVE ABBY AWARDS @ GOAFEST : 2019

### RULES

Each of the verticals will be judged independently: Still Print, Still Digital, Audio Visual TV / Cinema, Audio Visual Digital, Radio, Out Of Home, Ambient Media / Activation & Integrated, Design, Digital and Mobile, Direct, Public Relations, Branded Content & Entertainment, Special Abby (Gender Sensitive), National Geographic Green Award, Young Abby and Craft Categories. For Still Print, Still Digital, Audio Visual TV / Cinema, Audio Visual Digital, Radio, Out Of Home, Ambient Media / Activation & Integrated, there are 8 categories [Numbered 1 to 8] of the types of products and services advertised. An indicative description of what features under each of these categories has been given above. These 8 categories have been sub-divided into 7 verticals : (A) Still Print (B) Still Digital (C) Audio Visual TV / Cinema (D) Audio Visual Digital (E) Radio (F) Out Of Home, Ambient Media / Activation & (G) Integrated.

Therefore, if you are entering any of these categories, you are also necessarily entering ONE of the verticals : A, B, C, D, E, F or G. Consider your entry as submitted when your entry forms and corresponding material in a coded envelope (see Section 'Material') along with payment thereof (see Section 'Payment') **has been uploaded online or has** reached the Ad Club (AAAI Office) and you have received an acknowledgement. The last date for acceptance of the entries at the Ad Club (AAAI Office) is **Thursday, February 28, 2019**.

- (A) For Still Print, Still Digital, Still Craft, Out Of Home, Ambient Media / Activation, Design & Direct each entry submission needs to be in a separate envelope with the category and sub-category number written in bold on the top left hand corner of the envelope. The envelope should carry a duly filled entry form and all the materials related to that entry.

**Example 1** : If you're entering a Still Print ad for ice cream, you must write '1A' in bold on the envelope since ice cream are covered under category 1 and in Still print ads, under sub-category 'A'. However, if you are entering an Integrated for ice cream, it should be marked '1G'.

- (B) **For the above mentioned verticals**, Please DO NOT:

- Combine multiple entries in the same entry form.
- Place different entries in the same **envelope**.
- Glue the entry form to the material or envelope; use a clip or a clamp instead.

- (C) All the work submitted should:

- Have been released for the first time between **16th February, 2018 and not later than 15<sup>th</sup> February, 2019**.
- Have been produced based on a brief given by a regular client and should be a part of an advertising schedule requisitioned by the client.

- Not have been created / released mainly for entering the Abby Awards 2019.
- Not be illegal to sell, communicate and advertise in India; **no alcohol and tobacco advertising can be entered (except for categories Digital, Mobile & Activation)**. Surrogate advertising will have to compete in categories where it has a genuine sale eg. Mineral water in beverages category and CDs in Household appliances and goods category
- Conform to ASCI (Advertising Standards Council of India) guidelines.
- **Alcohol advertising can be entered in a. Digital & Mobile Category; b. Only in Activation Category and not in Out of Home & Ambient Media.**

- (D) All print entries submitted should be from publications which meet at least 2 of the following 3 criteria:
- Should be accessible to the general public through news-stand or subscription.
  - Should be released in a periodical with a fixed frequency.
  - Should be released in a publication with a tariff card offering space for commercial space buyers.
- (E) Every entry is accepted only on the condition that through the act of entering the work, you are automatically certifying that you have read, understood and accepted all the rules and conditions stated in this brochure and that your entry is COMPLETELY in conformity with all of them.
- (F) AGC reserves the right to extend the last date of submission of entry but there is no guarantee that this will happen. Participants are requested to adhere to dates mentioned and late entries can face disqualification.
- (G) Creative work entered must have been conceived and it's execution supervised by a company in India or Pakistan or Sri Lanka or Nepal or Bangladesh. Work executed abroad by producers or international employees of the entering company must have been under the supervision of the Creative Director of the entering company.
- A certificate will need to be issued to establish if an international employee of the entering company has used advanced illustration or animation to finish the work. There must be a certificate to the effect identifying what was executed abroad and by whom along with the name of the supervising India based Creative Director.
- (H) Ads or campaigns conceived and executed abroad with cosmetic local adaptations like a language dub or available in India message run the risk of being disqualified.
- (I) Incomplete/incorrect entry forms are liable to get disqualified and no refund will be provided.
- (J) Entries can be entered in more than one category or sub category.
- (K) Entries must be accompanied by a total list from the Agency or company entering.
- (L) **WHO CAN ENTER:** Creating, Marketing & Producing companies and advertisers can enter. A media company that has commissioned a creative for a client or itself can also enter.
- (M) Film Production Houses can enter films only in the Video Craft category.  
Agencies or creating companies can also enter Video Craft categories where the Agency or creating company has created the work with proof.  
Agencies who have produced a film and want to enter in Video Craft will require a certificate from the CEO of the company on the production details and the client brand for whom the work was created.  
In case of both agency and production house entering same film which happens to win, the award will be handed over to the production house.

- (N) Radio Production Houses can enter radio spots only in the Radio Craft category. Agencies or creating companies can also enter Radio Craft categories where the Agency or creating company has created the work with proof. Agencies who have produced a radio spot and want to enter in Radio Craft will require a certificate from the CEO of the company on the production details and the client brand for whom the work was created. In case of both agency and radio production house entering same radio spot which happens to win, the award will be handed over to the radio production house.
- (O) Only entered work will be judged.
- (P) Size limit of Still Print, Still Digital, Still Craft and Out Of Home entries has been specified in cm (40cms x 60cms) and your attention is drawn to this.
- (Q) A single piece of Entry can be entered in more than one category unless otherwise specified in a sub-category.
- (R) **All entries need to have their form uploaded online for each and every category as also the corresponding creative material. However for the verticals like Still Print, Still Digital, Still Craft, Out of Home, Ambient Media / Activation, Direct & Design beside the online submission creative Material is also required to be send in physical format at the office of AAI.**
- (S) All participants are requested to take a printout of the forms entered online and should be sent duly signed by the authorized agency representative along with the payment, physically to the address given.
- (T) Work entered in previous year cannot be re-entered unless a significantly different version is created anew.

**Gold winners of Categories STILL PRINT, STILL DIGITAL, AUDIO VISUAL TV / CINEMA, AUDIO VISUAL DIGITAL, RADIO, OUT OF HOME, AMBIENT MEDIA / ACTIVATION, INTEGRATED, DESIGN, DIRECT and DIGITAL & MOBILE can contend for Grand Prix in their respective category. Grand Prix can emerge only from Gold winners in the 10 verticals mentioned. No nomination is possible here.**

**Grand Prix is defined as the Ultimate Award for redefining a category or setting a new paradigm in the Category.**

**There is no Grand Prix in all other verticals.**

- (U) A Grand Prix is awarded to an entry that is a Gold winner in a particular category. As is norm followed internationally, on the event day only the Grand Prix will be awarded for the said entry even after announcing the Gold. In the sheet circulated post awards that gives the metal tally, only Grand Prix will be shown and the Gold will be excluded.

### **COMPUTATION OF POINTS (for Agency of the Year recognitions):**

**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**.

## **VERIFICATION**

The Ad Club and AAI will verify the year of release and legitimacy of the entry, as well as their adherence to the spirit and the rules and regulations of the Abby Awards. Ad Club and AAI retain the right to disqualify an entry, based on their own judgement and the decision of the Awards Governing Council (AGC) will be final.

- (A) All individual entries including large media campaigns and one-off entries must be accompanied with a client authentication letter and a voucher copy of the released ad, or telecast / broadcast certificate. A one-off ad is defined as a single ad that has been released only once. Self work will require to be authenticated by a self attested release letter with place and date of release. AGC reserves the right to disqualify an entry with no proper release supportings or authenticated letters.
- (B) Verification of client work having been done by the agency, the date and year of release and legitimacy of the entry will be done by the auditors along with Awards Governing Council (AGC). Complaints made by individuals on the shortlisted entries have to be in writing from an identified person on company letterhead or mail. The only way a complaint can be taken up is if the letter containing proof or internet link of ads resembling work done earlier or entries suspected of release outside of the date of competition is addressed to the Ad Club or the Auditors which the Auditors will table to the AGC. Proof of plagiarism or similarity in creative, date of release should be supplied by complainer in writing. The AGC will decide on legitimacy of the entry and date of release based on information given by the auditors. Only the appointed Jury can deliberate on matters like ads resembling work done earlier or plagiarism.

After final metals have been decided by the jury based on information available by a cut-off date there will be no revision of metals even if new proof emerges against a winning entry. Only the appointed jury can decide on metals and the AGC cannot overrule the jury on metals decided.

## **RULES ON MATERIAL :**

- If your entry is not in English, please **attach and upload** an English translation as an integral part of the entry.
- For all the entries uploaded online please submit the online entry form signed by the authorized representative in the physical form.
- **The entries for the Still Print, Still Digital, Still Craft, Out Of Home, Ambient Media / Activation, Direct and Design Verticals should be uploaded Online and also submitted in the physical form.**
- You must not refer to the name of your agency or any contributing creative companies on the Presentation Board. This can disqualify your entry.
- Entrants not submitting work in prescribed form will run the risk of disqualification by AGC.
- ***For the purpose of judging impartiality, there must be no agency branding anywhere on your entry materials, with the exception of self-promotion or corporate communications, nor any reference to anyone who has contributed to the entry.***
- Download the entry form from [www.theadvertisingclub.net](http://www.theadvertisingclub.net) or [www.aaaindia.org](http://www.aaaindia.org) or [www.goafest.com](http://www.goafest.com) for printing at your end.

**DO NOT STICK THE ENTRY FORM ON THE ENTRY.**

## **FEES**

- The entry fee is **Rs.9500/- plus 18% GST i.e. Rs.11210/-** per piece.

The entry fee for the categories – Integrated i.e. from 1G to 8G, 9k. Best Integrated Design Campaign,

11f.Direct Campaign, 12Da. Integrated Campaign led by PR, 13h. Best integrated entertainment content campaign is **Rs.14,000/- plus 18% GST i.e. 16520/-**.

- **For South Asian Countries: the entry fee will be US \$ 20 Plus 18% GST (Exchange rate prevailing on day of submission)**

## **HOW TO UPLOAD ENTIRES ONLINE AT GOAFEST CREATIVE ABBYS 2019**

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

### **How to Login**

1. You will have to register first using the website address given by us i.e. [www.theadclubawardsentries.com](http://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.
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 agency 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 cheque payable in favour of **The Advertising Club Bombay A/c Abbys** to The Ad Club (AAAI Office).
9. AV films should not be more than 3 minutes and it should be in MP4 format up to a maximum of 100MB, Radio spot in mp3 format and print entries in jpeg format up to a maximum of 10MB.

## **SUBMISSIONS**

- (A) Last date for receipt of entries : **Thursday, February 28, 2019.**
- (B) Closing time for receipt of entries: 5:00 pm.
- (C) **Send your entries to: Advertising Agencies Association of India**  
B-502, Marathon Futurex,  
N M Joshi Marg, Lower Parel,  
Mumbai 400013.  
Telephone: AAAI :(022) 23080870 / 23012565

## **PAYMENT**

- (A) Payments should be made by Demand Draft payable at par at Mumbai in favour of **The Advertising Club Bombay A/c Abbys.**

### **ABBYS BANK DETAILS (ICICI Bank)**

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

- (B) 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.**
- (C) **All payments must be accompanied by the Control Sheet which is a summary of entries submitted by agencies duly filled in along with the payment details & signed by the agency representative. CONTROL SHEET IS A MUST. ANY SUBMISSION WITH OUT CONTROL SHEET WILL BE TREATED AS INCOMPLETE.**
- (D) Entries must reach us without our having to pay for freight, customs duty etc. Entries which require payment of freight or customs duty will not be accepted.
- (E) There shall be no refunds for any reason, even for DISQUALIFIED entries.
- (F) Entries with no or inadequate payment will not be accepted.



