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**MEDIA ABBY AWARDS AT GOAFEST 2017**

**YOU WILL BE ABLE TO SUBMIT YOUR ENTRIES ONLINE AT THE GOAFEST MEDIA ABBY AWARDS.**

**Last Date for submitting Entries: Monday, 20th February, 2017**

**MEDIA ABBY AWARDS**

**A. USE OF MEDIA**

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

1. Best use of TV
2. Best use of Cinema
3. Best use of Newspapers and Magazines
4. Best use of Outdoor
5. Best use of Ambient Media (includes but not restricted to Cinema theatres)
6. Best use of Experiential including large events
7. Best use of Special Events & Stunts/Live Advertising
8. Best use of Radio (including Internet Radio)
9. Best use of Sponsorship
10. Best use of Branded Content
11. Includes online and offline media
12. Includes but not restricted to in-film / in-serial integration, apps, video content, games
13. Best use of Digital Media
14. Best use of Digital Search (SEO and/or SEM)
15. Best use of Social Media
16. Best use of Digital Display Advertising
17. Best use of Digital as a medium (entries must include at least 3 different aspects of digital eg. SEM, SEO, web development, social media, apps, games, digital content, mobile etc.)
18. Best use of Mobile Media (Includes but not restricted to gaming apps, VR, AR, bots etc.)

12. Best use of an Integrated Campaign (Entries in this category must include at least 3 types of media e.g. Press, TV, Radio)

**B. SPECIALIST CATEGORIES**

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

13. Youth Marketing (Any brand targeting the audience of age 15-29yrs)

14. Cause Marketing

 (Includes cases where the brand has taken up a social cause and the focus of the campaign is on promoting that cause)

15. Pro Bono Marketing

(Includes entries where the media agency has not been paid any remuneration for media deployment and the client has not paid for any media spend)

(Please note this is an exclusive category. These entries cannot be entered in other categories).

**NOTE:** You can submit the same entry under 3 different categories from the 14 categories mentioned above. However, not more than 3 submissions will be allowed.

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

16. Best use of an Integrated Campaign (Entries in this category must include at least 3 types of media e.g. Press, T.V., Radio)

**Note: South Asian Countries can also send entries in the categories from 1 to 11, 13 to 15 in which case they will compete with all the Indian entries received in those categories.**

**MEDIA ABBY GRAND PRIX :**

**There will be only one Media Abby Grand Prix Award across all categories i.e. 1 to 15. 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.

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14. **RULES & REGULATIONS**
15. 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.
16. 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.**
17. All GOAFEST Media Abby entries uploaded online must be designed for implementation and must have been implemented for the first time between **1st January, 2016 and not later than 31st January, 2017 .**
18. Work entered in previous year cannot be re-entered unless a significantly different version is created a new.
19. All media solutions uploaded must have been created within the context of a normal paying contract with a client, except in the category for non-profit organizations. The client must have paid for all, or the majority of 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.
20. Adherence to material requirements is imperative in terms of format, duration,
sizes shared under "Material and Sample Formats" in this brochure.
21. The organizers may refuse entries which offend national or religious sentiments, or public taste.
22. 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**.

**II. JUDGING PROCESS: WILL BE PAPERLESS / AUTOMATED**

1. The award-winning entries will be selected by the Media Abby Jury.
2. The jury's voting will be based on the 4 cornerstones listed below.
* Innovative Media Strategy
* Engaging Creativity
* Encompassing the Audience
* Effectiveness

3. The decision of the jury in all matters relating to the awarding of prizes will be
final and binding.

**III. AWARDS**

**Category prizes:**

In each category, the jury will award Gold, Silver and Bronze Media Abby Awards to entries judged to be deserving of this honour. These awards will be given to the entrant companies.

**IV. ENTRY DEADLINE**

**Monday, 20th February, 2017, 5:00 pm.** All materials, documentation and payments must be received at the Ad Club not later than the above mentioned date.

**V. ENTRY REQUIREMENTS**

1. 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.
2. It is permissible to upload the same entry for up to a maximum of 3 different categories, e.g. From (A) 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.

**VI. MATERIAL REQUIREMENTS**

1. A completed GOAFEST Media Abby Online Entry Form for each entry should be provided. Only the information contained in the forms will be reproducedin 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 credit will be published on our website it will be strictly on the basis of whatever is furnished by you in the **Online** Entry Form. **Kindly upload only the case study. 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.**
2. You will be required to upload the case study in PDF File by answering against the following questions (A to F) separately.
3. Describe the communication goal(s) for this media entry. (50 words maximum)
4. Innovative Media Strategy (100 words maximum): 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.
5. Engaging Creativity (75 words maximum): Show how the media and the message work together to enhance the overall impact of the effort and engage the consumer.
6. Encompassing the Audience (75 words maximum): Show how the media idea travelled across and leveraged the most appropriate touch points and encompassed the target audience.
7. Effectiveness (50 words maximum): Show how the effort maximized the value of the investment and generated marketplace results.
8. **STATEMENT PAGE – This page is an essential part of the case study hence it should be included in the PDF File uploaded online.**

In brief, please answer the following questions:

* 1. Describe the brief from the client.
	2. Describe your solution to the brief.
	3. Describe the results in as much detail as possible (ideally response rates and return on investment but at least some client appreciation of the outcome).

3. Please ensure that you adhere to the word limit specified for each question. Failure to do so may result in disqualification. You should submit your answers as continuous text, without bullets, symbols or colour, as it will be copied into a uniform format for presentation to the jury. 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.

**WHAT YOU SHOULD NOT SUBMIT:**

Please do not **upload** a short version A/V along with your entry submission. **Short A/V 45 - 60 Seconds will be submitted by you only if your entry is shortlisted.** Should you feel appropriate you can make the presentation board a part of this A/V. We will use this material in the making of the A/V for the Award show.

**VII. MATERIAL & SAMPLE FORMATS**

* **Audio-Visual Presentation of your Entry:** For all entries, we strongly recommend that you prepare an Audio-Visual Presentation or video clip to support your entry. Along with the case study, this presentation will be used for jury deliberations. Our experience shows that juries find this the easiest way to understand and judge entries.
* This presentation should not exceed three (3) minutes. A version longer than this will be **disqualified.** This explanatory clip will be viewed by the jury during voting and deliberations and would be used if your entry is a winner in post-festival promotions. This presentation should contain some key visuals - video, still images or any other appropriate footage to best explain the campaign with a simple, clear commentary in English summarizing your entry.

**All materials must be uploaded in the following formats:**

* Audio-Visual Presentation or Video Clip: **MP4 file (File size should not be more than 100MB)**. Do not send TV or cinema ads as support material if they are also contained within your Audio-Visual Presentation (see below).
* Print Entries: Send Jpegs, 300 dpi RGB, with longest side 420mm, File size should not be more than 10MB
* Radio or Audio files: In MP3 format. Bit-rate 64 kbps, Compression ratio 22:1.

**VIII. SUPPORTING MATERIAL AS PROOF FOR THE A/V – VIDEO CLIP**

In addition, to the video clip you should upload relevant support material, depending on the type of entry you are uploading online. You must upload at least the material relating to the media category you are entering as follows**. AUDIO VISUALS SHOULD NOT EXCEED THREE MINUTES.**

1. **For Best use of TV** : please upload an A/V in MP4 format (File size not more than 100MB)
2. **For Best use of Cinema** : please upload an A/V in MP4 format (File size not more than 100MB)
3. **For Best use of Newspapers and Magazines**: please upload a jpeg of the actual magazines or newspapers containing the ad(s).
4. **For Best use of Outdoor**: please upload a jpeg of the proof(s) of the ad(s) or photographs with the date stamp of the ad(s).
5. **For Best use of Ambient Media (includes but not restricted to Cinema theatres)** please upload an A/V in MP4 format (File size not more than 100MB) OR a jpeg of the proof(s) of the ad(s) or photographs with the date stamp of the ad(s).
6. **For Best use of Experiential including large events** : please upload an A/V in MP4 format (File size not more than 100MB)
7. **For Best use of Special Events & Stunts/Live Advertising**: please upload an A/V in MP4 format (File size not more than 100MB) and a jpeg of the photographs of the events or stunts.
8. **For Best use of Radio (including Internet Radio)**: please upload your radio spot (maximum 90 seconds) as an MP3 file in English or with an English transcript attached. Not more than 3 spots.
9. **For Best use of Sponsorship** : please upload an A/V in MP4 format (File size not more than 100MB)
10. **For Best use of Branded Content**: please upload an A/V in MP4 format (File size not more than 100MB) for the below two sub categories.
	1. Includes online and offline media
	2. Includes but not restricted to in-film / in-serial integration, apps, video content, games
11. **For Best use of Digital Media**: please upload an A/V in MP4 format (File size not more than 100MB) for the below five sub categories.
	1. Best use of Digital Search (SEO and/or SEM)
	2. Best use of Social Media
	3. Best use of Digital Display Advertising
	4. Best use of Digital as a medium (entries must include at least 3 different aspects of digital eg. SEM, SEO, web development, social media, apps, games, digital content, mobile etc.)
	5. Best use of Mobile Media (Includes but not restricted to gaming apps, VR, AR, bots etc.)
12. **For Best use of an Integrated Campaign** (Entries in this category must include at least 3 types of media e.g. Press, TV, Radio) : please upload an A/V in MP4 format (File size not more than 100MB)

**B. SPECIALIST CATEGORIES**

1. **For Youth Marketing** (Any brand targeting the audience of age 15-29yrs) : please upload an A/V in MP4 format (File size not more than 100MB)
2. **For Cause Marketing** : please upload an A/V in MP4 format (File size not more than 100MB)
3. **For Pro Bono Marketing** : please upload an A/V in MP4 format (File size not more than 100MB)

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

1. **For Best use of Integrated Campaign** (Entries in this category must include at least 3 types of media e.g. Press, T.V., Radio) : please upload an A/V in MP4 format (File size not more than 100MB)

**NOTE: 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. It will be in your own interests to explain or translate any specific word play or local, social, cultural or political references and nuances.**

**IX. MATERIAL TO ILLUSTRATE YOUR SUBMISSION**

For all entries, you may feel free to **UPLOAD** a Presentation Board **in JPEG format (if required).**

**WE DON’T REQUIRE ANY PHYSICAL SUBMISSION OF PRESENTATION BOARD FOR ANY ENTRY.**

**X. FEES**

An entry fee of **Rs.9,775/- (inclusive of Service Tax)** is applicable for each piece of work entered in **category 1 to 11, 13 to 15**.

For **Category 12. Best Use of an Integrated Campaign** the entry fee will be **Rs.13,800/- (inclusive of service Tax). This fee is payable only by demand draft to "The Advertising Club Bombay A/c Abbys ".**

* **For South Asian Countries : the entry fee will be US $ 20 Plus Service Tax 15% (Exchange rate prevailing on day of submission)**

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.

**XI. MATERIAL & DOCUMENTS**

1. **GOAFEST Media Abby Online Entry Form duly signed by the authorized representative from the entrant.**
2. **Client authorization is a must.**
3. **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.**

**Please send the above, along with a demand draft payable to "The Advertising Club Bombay A/c Abbys" should be sent by courier or registered mail to: The Advertising Club, 504, Radhe Vallabh Society, French Bridge Corner, Opera House, Mumbai – 400004.**

**FOR ANY CLARIFICATION CONTACT: SMITA OR TRUPTI**

* **Tel : 91 – 22 – 23894091 / 23813034 / 23810213 / 23892067**
* **email: adclub@vsnl.com**
* **Website:** [**www.the**](http://www.the)**advertisingclub.net**
* **or twitter : @TheAdClub\_India**
* **or facebook : /TheAdvertisingClub**

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 AAAI & Ad Club.

**XII. MISCELLANEOUS**

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.

**XIII. HOW TO UPLOAD ONLINE AT GOAFEST MEDIA ABBYS 2017**

Kindly follow the below mentioned instructions, so as to enable you to upload your entries for GoaFest Media Abbys 2017.

**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. 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 cheque payable in favour of **“The Advertising Club Bombay A/c Abbys”** to The Ad Club 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.