

## **GOAFEST 2018 BROADCASTER & PUBLISHER ABBY**

**Last Date for submitting Entries : Monday, 19<sup>th</sup> February, 2018**

### **BROADCASTER ABBY**

#### **Category: (A) TELEVISION**

1. Best launch of a TV channel
2. Best launch of a TV program using multi-media
3. Best TV reality show promo
4. Best TV fiction promo
5. Best TV comedy show promo
6. Best TV kids program promo
7. Best TV news channel promo
8. Best TV sports channel program promo
9. Best movie promo by a TV channel
10. Best TV program for Cause related Marketing
11. Best regional TV program promo (other than Hindi and English)
12. Best regional language channel launch (other than Hindi and English)
13. Best original music score for a TV Program.

**BROADCASTER OF THE YEAR AWARD : Will be adjudged from the metal tally of 1 to 13 categories mentioned above.**

### **PUBLISHER ABBY**

#### **Category: (B) PUBLISHERS**

- 1. Best marketing of a printed newspaper / edition**  
Covers all full size daily newspapers- Broadsheet, Tabloids, (does not include Supplement marketing), with INS membership / accreditation
- 2. Best marketing of a printed magazine**  
Covers all full size Magazines (weekly/ fortnightly/ monthly only), does not apply to exclusively e-magazines \*(Print publication mandatory)
- 3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space**  
Covers all daily newspapers and magazines with frequency upto monthly, for any CSR/Cause that is not directly funded by Government of India or State Government for the purposes of said campaign. Independent campaigns on government campaigns are eligible

- 4. Best client-brand activation or display advertising innovation by a publisher**  
Covers all daily newspapers and magazines with frequency upto monthly, for any brand that is covered in AdEx, for which a Commercial \*(not promotional/ experimental) RO was placed by an INS accredited agency
- 5. Best use of Native or Branded Content for client brand-marketing by a publisher**  
Covers all daily newspapers and magazines with frequency upto monthly, for any brand that is covered in AdEx, for which a Commercial \*(not promotional/ experimental) RO was placed by an INS accredited agency
- 6. Best Digital Publication Advertising & marketing by a publisher via Web/App/Social**  
Covers all daily newspapers and magazines with frequency upto monthly, with Advertising/marketing of the digital assets exclusively in any media ( Digital-Print-Radio-TV-OOH) (Campaigns of joint promo with the parent Print brand not eligible)
- 7. Best launch marketing of a new title of newspaper / magazine / digital publication**  
Covers all full size Newspapers and Magazines (daily/ weekly/ fortnightly/ monthly only) , also includes e-magazines/ apps/ news portals \*(Print publication NOT mandatory)

**PUBLISHER OF THE YEAR AWARD : Will be adjudged from the metal tally of 1 to 7 categories mentioned above.**

**NOTE: No Grand Prix or Best of show will be awarded for Broadcaster & Publisher categories.**

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### **I. RULES & REGULATIONS**

1. Only broadcasters and publishers can submit the entries.
2. **THE ENTRIES FOR ALL VERTICALS / CATEGORIES NEED TO BE UPLOADED ONLINE.**
3. All GOAFEST Broadcaster & Publisher Abby entries submitted must have been implemented for the first time between **1st February, 2017 and not later than 15<sup>th</sup> February, 2018.**
4. **All participants are requested to take a printout of the forms entered online and should be**

sent duly signed by the authorized representative along with the cheque physically to the address given.

5. **Work entered in previous year cannot be re-entered unless a significantly different version is created a new.**
6. Entries will not be accepted without a signed authorization from the broadcaster / publisher.
7. For every entry there should be a separate online entry form duly complete in all respect.
8. If your entry is not in English, please upload an English translation as an integral part of the entry.
9. Entrants not uploading work in prescribed form will run the risk of disqualification by AGC.
10. The jury (**AGC**) reserves the right to request a proof from each entrant company to verify the authenticity of the work published or broadcasted on the channel.
11. All broadcaster entries to be accompanied with the copy of channel certificate and the publisher entries to be accompanied with the copy of the release order.
12. The organizers may refuse entries which offend national or religious sentiments, or public taste.
13. All payments must be accompanied by a statement/list 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. **AWARDS**

### **Category prizes:**

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

### **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

## III. **ENTRY DEADLINE**

**Monday, 19<sup>th</sup> February, 2018, 5:00 pm.** All materials, documentation and payments must be received at the **Ad Club (AAAI Office)** not later than the above mentioned date.

## IV. **MATERIAL TO ILLUSTRATE YOUR SUBMISSION**

### **BROADCASTER ABBY :**

1. 3 minutes Audio Visual in MP4 format. This presentation should not exceed three minutes. A version longer than this will be disqualified. **AV File size should not be more than 100MB.**
2. Your Presentation Board in JPEG format 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

3. Any other Creative collateral / material (not exceeding 5 creatives).

**PUBLISHER ABBY :**

1. The material to be given is AV in MP4 format OR Presentation Board in JPeG format OR Both.
2. 2 minutes Audio Visual in MP4 format. This presentation should not exceed two minutes. A version longer than this will be disqualified. **AV File size should not be more than 100MB.**
3. Your Presentation Board in JPEG format 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
4. Any other Creative collateral / material (not exceeding 5 creatives).

The Audio Visual presentation 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 work with a simple, clear commentary in English summarizing your entry.

For all entries, you must upload a Presentation Board in JPEG format.

**V. FEES**

An entry fee of **Rs.9500/- plus 18% GST per piece of work.**

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 (ICICI Bank)**

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

## **VI. MATERIAL & DOCUMENTS**

- 1. GOAFEST Broadcaster & Publisher Abby Online Entry Form duly signed by the authorized representative from the entrant. (PLEASE DO NOT SUBMIT ANY PHYSICAL ENTRY. ALL THE ENTRIES SHOULD BE SUBMITTED ONLINE.)**
- 2. 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 a NEFT (Please enclosed the NEFT payment details) / cheque / demand draft (Please write the entrant name behind the Demand Draft) payable to "The Advertising Club Bombay A/c Abbys" by courier or registered mail to:

Advertising Agencies Association of India  
B-502, Marathon Futurex,  
N M Joshi Marg,  
Lower Parel,  
Mumbai 400013.

AAAI Telephone: 91-22-23080870 / 23012565

Ad Club Telephone: 91-22-23894091 / 23813034 / 23810213

Fax: 91-22-23892067

Email: [adclub@vsnl.com](mailto:adclub@vsnl.com)

Website: [www.theadvertisingclub.net](http://www.theadvertisingclub.net)

or twitter: [@TheAdClub\\_India](https://twitter.com/TheAdClub_India)

or facebook: [/TheAdvertisingClub](https://www.facebook.com/TheAdvertisingClub)

It is in your interest to confirm safe delivery of your entry. Please follow all the above instructions carefully. All entries submitted will become the property of the AAAI & Ad Club.

## **VII. 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.

## **VIII. HOW TO UPLOAD ONLINE AT GOAFEST BROADCASTER & PUBLISHER ABBYS 2018**

Kindly follow the below mentioned instructions, so as to enable you to upload your entries for GoaFest Broadcaster & Publisher Abby 2018.

### **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 entrant representative.
6. We suggest that name of the Entrant Organization / Client should be correctly and carefully entered and follow a uniform policy while entering. Please use the same name across all entries without any abbreviation or short forms. 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 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