

MEDIA ABBY AWARDS AT GOAFEST 2018

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

Last Date for submitting Entries: Monday, 19th February, 2018

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 Events both Large & Small Events
7. Best use of Activation
8. Best use of Radio (including Internet Radio)
9. Best use of Sponsorship
10. Best use of Branded Content - in-film / in-serial / in game integration
11. Best use of Branded Content – Any Brand–created Content like dedicated Film / TV shows. Serials, Audio / Video episodes, Apps, etc.
12. Best use of Digital Media - Best use of Digital Search (SEO and/or SEM)
13. Best use of Digital Media – Best use of Social Media
14. Best use of Digital Media – Best use of Digital Display Advertising
15. Best use of Digital Media – Best use of Integrated Campaign in Digital (entries must include at least 3 different aspects of digital eg. SEM, SEO, web development, social media, apps, games, digital content, mobile etc.)
16. Best use of Digital Media – Best use of Mobile Media (Includes but not restricted to gaming apps, VR, AR, bots etc.)
17. Best use of an Integrated Campaign (Entries in this category must include at least 3 types of media e.g. Press, TV, Radio, Cinema, Outdoor, Digital etc.)

B. SPECIALIST CATEGORIES

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

18. Youth Marketing (Any brand targeting the audience of age 15-29yrs)
19. Cause Marketing
(Includes cases where the brand has taken up a social cause and the focus of the campaign is on promoting that cause)

MEDIA AGENCY OF THE YEAR AWARD : Will be adjudged from the metal tally of 1 to 19 categories mentioned above.

RULE REGARDING ENTERING IN MULTIPLE CATEGORIES

You can submit the same entry under 3 different categories from the 19 categories mentioned above. However, not more than 3 submissions will be allowed.

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

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

Note: South Asian Countries can also send entries in the categories from 1 to 16, 18 and 19 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 19. 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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I. RULES & REGULATIONS

- 1. 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.
- 2. 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.

3. All GOAFEST Media Abby entries uploaded online must be designed for implementation and must have been implemented for the first time between **1st February, 2017 and not later than 15th February, 2018.**
4. Work entered in previous year cannot be re-entered unless a significantly different version is created a new.
5. All media solutions uploaded must have been created within the context of a normal paying contract with a client. 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.
6. Adherence to material requirements is imperative in terms of format, duration, sizes shared under "Material and Sample Formats" in this brochure.
7. The organizers may refuse entries which offend national or religious sentiments, or public taste.
8. 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.

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.

IV. ENTRY DEADLINE

Monday, 19th February, 2018, 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 reproduced in 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.
 - A. Describe the communication goal(s) for this media entry. (50 words maximum)
 - B. 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.
 - C. 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.
 - D. 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.
 - E. Effectiveness (50 words maximum): Show how the effort maximized the value of the

investment and generated marketplace results.

F. 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:

- a. Describe the brief from the client.
- b. Describe your solution to the brief.
- c. 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.

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 Events both Large & Small Events :** please upload an A/V in MP4 format (File size not more than 100MB)
7. **For Best use of Activation :** 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 - in-film / in-serial / in game integration :** please upload an A/V in MP4 format (File size not more than 100MB) for the below two sub categories.
11. **For Best use of Branded Content – Any Brand–created Content like dedicated Film / TV shows. Serials, Audio / Video episodes, Apps, etc. :** please upload an A/V in MP4 format (File size not more than 100MB) for the below two sub categories.
12. **For Best use of Digital Media - Best use of Digital Search (SEO and/or SEM) :** please upload an A/V in MP4 format (File size not more than 100MB) for the below five sub categories.
13. **For Best use of Digital Media – Best use of Social Media :** please upload an A/V in MP4 format (File size not more than 100MB) for the below five sub categories.
14. **For Best use of Digital Media – Best use of Digital Display Advertising :** please upload an A/V in MP4 format (File size not more than 100MB) for the below five sub categories.
15. **For Best use of Digital Media – Best use of Integrated Campaign in Digital (entries must include at least 3 different aspects of digital eg. SEM, SEO, web development, social media, apps, games, digital content, mobile etc.) :** please upload an A/V in MP4 format (File size not more than 100MB) for the below five sub categories.
16. **For Best use of Digital Media – Best use of Mobile Media (Includes but not restricted to gaming apps, VR, AR, bots etc.) :** please upload an A/V in MP4 format (File size not more than 100MB) for the below five sub categories.
17. **For Best use of an Integrated Campaign** (Entries in this category must include at least 3 types of media e.g. Press, TV, Radio, Cinema, Outdoor, Digital etc.) : please upload an A/V in MP4 format (File size not more than 100MB)

B. SPECIALIST CATEGORIES

18. **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)
19. **For Cause Marketing :** please upload an A/V in MP4 format (File size not more than 100MB)

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

20. **For Best use of Integrated Campaign** (Entries in this category must include at least 3 types of media e.g. Press, TV, Radio, Cinema, Outdoor, Digital etc.) : 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.9500/- plus 18% GST** is applicable for each piece of work entered in category 1 to 14, 16, 18 to 19.

For **Category 15 & 17, Best use of Integrated Campaign in Digital & Best Use of an Integrated Campaign** the entry fee will be **Rs.14,000/- plus 18% GST**. 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 18% GST (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.

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

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. CONTROL SHEET IS A MUST.

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:

Advertising Agencies Association of India

B-502, Marathon Futurex, N M Joshi Marg, Lower Parel,
Mumbai 400013.

Telephone: AAI : (022) 23080870 / 23012565

Telephone : Ad Club : +91-22-23810213, +91-22-23894091, +91-22-23813034,

email: adclub@vsnl.com

Website: www.theadvertisingclub.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 AAI & 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 2018

Kindly follow the below mentioned instructions, so as to enable you to upload your entries for GoaFest Media Abbys 2018.

How to Login :

1. You will have to register first using the website address given by us i.e. 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.