

THE ADVERTISING CLUB'S
EMVIES

— 2018 —

Submit your entries to

The Advertising Club, 504 Radhe Vallabh Society, French Bridge Corner,
Opera House, Mumbai – 400004.

Tel : 022 23894091, 022 23810213, 022 23813034 **Fax** :022 23892067,

Email : adclub@vsnl.com, **Website** : www.theadvertisingclub.net

twitter : @TheAdClub_India **facebook** : / TheAdvertisingClub

The last date for submitting entries: **Friday, 27th July, 2018**

The EMVIES Awards Ceremony on : Friday, 5th October, 2018

It is time for the EMVIES again!

Over the years, The Advertising Club has been honoring the best work in media through the EMVIES. And so will it continue to do this year.

EMVIES 2018 will retain the best practices of the past years. And as usual, we will also have a few more firsts this year

What is new at EMVIES 2018 ?

- **Introduction of three new categories given the growing importance of Digital, Technology and Social**
 - Best Digital Strategy
 - Best Use of Emerging Technology for Media Solutions
 - Best Use of Influencer Marketing for a brand

- **Launch of a special EMVIE to recognize our Heroes in Buying**
 - Introducing the EMVIE for the Best Buying Team of the Year - this award will be decided basis a combination of self- nominations from Agency CEOs of the best buying teams on a client in their agency and a judging process led by the media owners

- **Bringing Frugality to the Entry process**
 - No A/Vs are required for submissions in Round I. We are replacing A/Vs with “Proof of Work” submissions. For example, in the category of “Best Media Innovations – Television”, you will need to just submit the clip of the innovation as it happened on television with none of the bells and whistles that is normally associated with an A/V. To maintain parity and uniformity, all entries in Round I can submit only Proof of Work as listed in the Material Requirement section (refer Section 3); no submission of A/Vs will be permitted and any such A/V submission will disqualify entries
 - Once an entry is shortlisted for Round II, all the shortlisted entrants will have the option to produce an A/V as done in the past, for the final round of presentations

- **Adapting to the new world of x-functional Collaboration**
 - The Round II judging process that has so far been limited to only Marketing Professionals, will now feature at least one senior creative agency leader as part of the jury
 - Media Owners are now included in the EMVIES and can participate in the Best Media Partner of the Year category by sending their self-nominations, where they will detail why they are the Best Media Partner for the media agencies basis three case studies
 - Beside Media Agencies and Creative agencies who provide proof of release of ad, entries will now also be welcomed directly from Clients as long as they provide proof of direct release of the ad

You will discover many such firsts as you read along. We arrived at all these firsts by co-opting participating media agencies and taking their suggestions on board basis an EMVIES Town Hall and basis Jury feedback from last year.

The EMVIES is meant to primarily recognize the outstanding work specifically done by the media agencies and will continue to be so.

EMVIES 2018 will reward the work done during the period 1st April, 2017 to 31st March, 2018.

To choose the winners, there will be a two stage judging process as usual, which will focus on rewarding work that meets the following criteria: Strategic challenge & Objectives, the Originality & Uniqueness of the solution, Bringing the Solution to Life and Impact on Client's Business. Round I will be judged by senior Media Agency professionals and Round II by senior Marketing and Creative Agency professionals. There will be Gold, Silver and Bronze awards given

in each category. (Note: Bronze Awards will be announced at the Awards event but winners are requested to collect the same after a week from The Advertising Club Secretariat).

Do read on for more details about the EMVIES 2018.

Punitha Arumugam
Chairperson, EMVIES Committee

Partha Sinha
Co-Chairperson, EMVIES Committee

Bipin R Pandit
Chief Operating Officer

SECTION 1 : CATEGORIES FOR EMVIES 2018

A. Best Media Strategy (Entries can cover a combination of offline & online media strategy or only offline media strategy):

01. Consumer Products

- a. Cosmetics, toiletries, personal hygiene
- b. Beverages and drinks
- c. Confectionary and food
- d. Others (includes detergents, floor-care products, fabric softeners, Mosquito Repellant, balms etc.)

02. Consumer Durables

03. Services (includes banking, finance, credit cards, telecom, e-commerce, online products and Services, Government, Healthcare etc.)

04. Media (includes work done for any Media Owner as a Client)

B. Best Digital Strategy (Entries can cover online media strategy only – even if a brand has used offline media, entry in this category should focus solely only on the online strategy)

C. Best Media Innovation :

01. Television

02. Print

- a. Dailies (includes daily/weekly/monthly supplements of publications in a daily format)
- b. Magazines (includes daily/weekly/monthly supplements of publications in a magazine format)

03. Out of Home (Use of traditional formats like hoardings, bus shelters, pole kiosks and all forms of transit advertising)

04. Ambient Media (Use of large scale and small-scale formats that demonstrates best adaptation and use of location or environment. Excludes traditional formats included in Out of Home category. Includes on ground use in multiplexes, movie halls and malls)

05. Cinema (Limited to use "on" cinema screen and "within" movie content. Includes branded film tie ups)

06. Radio

07. Digital

- a. Search
- b. Social Media
- c. Mobile / hand held devices
- d. Display
- e. Video

f. Multiple Platform (A combination of a minimum of two of the above)

08. **Best Use of Emerging Technology for a Media Solution** (Entries can cover any media – offline or online or both). This applies to campaigns or projects that have best leveraged new & emerging technologies for a media solution (excludes research & analytics which can be submitted under Category D03). This can also involve partnerships with technology companies.
09. **Best Use of Influencer Marketing for a brand** (Entries can cover any media – offline or online or both)
10. **Events / Experiential Marketing** (Entries to be limited to be spoke solutions that were conceptualized, organized & executed specifically for a brand)
11. **Direct Marketing**
12. **Branded Content** (Entries can cover any media – offline or online or both. Refers to promotion of a brand's value and positioning by going beyond traditional advertising options and utilizing the generation of content. Only advertiser funded programs and original content creation)
13. **Sponsorships** (Entries can cover any media – offline or online or both. Covers best use of sponsorships of advertising options like a reality TV show or serials, one-off Integrations of a product within online or offline content, regular radio programs, regular publication columns, online sites, live events and platforms etc.)

D. Best Media Research / Analytics

01. Best Media Research using proprietary data (includes primary research and proprietary client data)
02. Best Media Research using existing data (covers use of data bases like TAM, BARC, IRS, TGI, publisher data etc.)
03. Best use of Analytics/Data Technology leveraging existing or progressive technologies for driving insights or business. Strategic collaborations with analytics / technology providers will be considered.

E. Best Integrated Campaign :

An award for the Best Integrated Campaign with a minimum of 3 (three) media vehicles.
(e.g. TV / Print / Radio / Search / Video / Social / Display / Mobile / OOH / others)

01. Consumer Products

- a. Cosmetics, toiletries, personal hygiene
- b. Beverages and drinks
- c. Confectionary and food
- d. Others (includes detergents, floor-care products, fabric softeners, Mosquito Repellant, balms etc.)

02. Consumer Durables

03. Services (includes banking, finance, credit cards, telecom, e-commerce, online products and Services, Government, Healthcare etc.)

04. Media (includes work done for any Media Owner as a Client)

F. Best Ongoing Media Campaign :

The campaign should have run for a minimum period of 2 (two) years. It should be outstanding work that has consistency and continuity. The work should be from the same agency for all the years entered in.

G. EMVIE for Good :

EMVIE for Good applies to campaigns with social messages/causes that are done by non-profit organizations, associations, public bodies, government agencies / departments and companies / brands which address a civic, social or environment problem. A campaign done by a commercial organization / brand towards a social message / cause will be eligible, as long as the evidence of the campaign's success is skewed more towards the cause rather than building its own commercial / brand / organizational equity.

H. Grand EMVIE :

The entry with the highest points in Categories A, B, C, D or E.

I. Best Media Agency of the Year :

The agency with the highest aggregate score accumulating points of Categories A, B, C, D, E, F & G

J. Best Media Client of the Year :

The client with the highest aggregate score accumulating points of Categories A, B, C, D, E, F & G

K. Best Implementation Team of the Year :

The Team which has surmounted implementation and operational challenges to make an innovation come alive. The Jury in Stage II will determine conferring this award from the shortlisted entries in Category C - Best Media Innovation.

L. Best Buying Team of the Year

We will invite the CEOs of the top media agency networks at the OpCo level to self-nominate their best buying teams working on a client upto a max of 5 nominations per OpCo. A consolidated list of these nominations will be judged by a panel of senior Media Owners basis a pre-determined set of criteria provided to them and their final scores will determine the winner in this category for

- Television
- Print
- Digital

M. Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing :

Entry can cover any media. Participating agencies should not be a part of any global agency network / large media independent and should submit proof of annual billing not exceeding Rs.50 crores during 1st April, 2017 – 31st March, 2018.

N. Young EMVIE Of The Year :

Honoring the below 30 years of age Media Professional (not more than 30 (thirty) years as on 31st March, 2018). She or he should have contributed significantly to a media initiative or media campaign. The entry should detail the work done and the exact role the person played in at least 3 (three) different pieces of work across any of the categories for the period.

O. BEST MEDIA PARTNER OF THE YEAR :

The entries for this category will be limited to media owners only. The entry from the media owner should detail the work done and the exact role they played in at least 3 (three) different pieces of outstanding work done on their platform in collaboration with any agency or client for the period. The entries will be judged as a part of the regular Round I and Round II jury process followed in the EMVIES and the following categories will be awarded

01. Television

02. Print
03. Out of Home/Ambient Media
04. Cinema
05. Radio
06. Digital
07. Start ups (media/technology startups that addressed an industry gap/need)
08. Content
09. Integrated Media (must include a minimum of three media vehicles between TV / Print / Radio / Search / Video / Social / Display / Mobile / OOH / others)

SECTION 2 :CATEGORYWISE JUDGING CRITERIA AND ENTRY REQUIREMENTS

Outlined below are the judging criteria and entry requirements for each category. Please keep these in mind while sending in your entries.

A. Best Media Strategy (Max 1500 words)

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The category/consumer insight
- The media solution- specifically outlining the strategic media choices made with rationale
- The result in terms of ROI and delivery against the defined objective

B. Best Digital Strategy (Max 1500 words)

The entry should cover the following:

- The online business / marketing objective
- The target audience
- The situation analysis
- The category/consumer insight
- The online media solution- specifically outlining the strategic decisions made with rationale
- The result in terms of ROI and delivery against the defined objective

C01-07, 09-13. Best Media Innovation (Max 750 Words)

The entry should cover the following:

- The communication goal
- The situation analysis
- The media solution
- The scale of execution
- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?
- The implementation challenges (additional 150 words max over and above the 750 words mentioned above. This will be used to decide the winner of Category K - Best Implementation Team of the Year, in Stage II of judging)

C08. Best Use of Emerging Technology for a Media Solution (Max 750 words)

The entry should cover the following:

- The brand/business objective
- The target audience
- The situation analysis
- The emerging technology solution
- The scale of execution
- The result in terms of delivering the brand/business objective
- What was distinctive or revolutionary about this implementation of emerging technology?

D. Best Media Research / Analytics (Max 1500 words)

The entry should cover the following:

- The objective
- The methodology
- The details of the research or tool developed (if applicable)
- The findings
- How did the research help the client make break through marketing / media decisions?

E. Best Integrated Campaign (Max 1500 words)

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The integrated media solution
- The width and depth of its execution
- The result in terms of delivering the marketing objective

F. Best Ongoing Media Campaign (Max 1500 words)

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The ongoing campaign execution and adaptation over the years
- The width and depth of its execution
- The result in terms of delivering the marketing objective

G. EMVIE for Good (Max 750 words)

The entry should cover the following:

- The social cause/message objective
- The target audience
- The situation analysis
- The consumer insight
- The media solution
- The width and depth of its execution
- The result in terms of delivering the EMVIE for Good objective
- What makes this a relevant entry for this category?

M. Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing (Max 750 Words)

The entry should cover the following:

- The communication goal
- The situation analysis

- The media solution
- The scale of execution
- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?

N. Young EMVIE Of The Year (Max 1500 words)

The entry should cover the following for each of the 3 (minimum) pieces of work submitted:

- The communication goal
- The situation analysis
- The media solution
- The scale of execution
- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?
- What was the individual's contribution to the entry?

O. BEST MEDIA PARTNER OF THE YEAR (Max 1500 words)

The entry should cover the following for each of the 3 (minimum) pieces of work submitted:

- The communication goal
- The situation analysis
- The media solution
- The scale of execution
- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?
- What was the media partner's contribution to the entry?

SECTION 3 : CATEGORY CODE, MATERIAL REQUIRED AND ENTRY FEES

Category	Code	Material Required (PDF & relevant material) For all categories a PDF is a must.	Entry Fee inclusive of 18.0% GST
Best Media Strategy–Consumer Products a. Cosmetics, toiletries, personal hygiene	A01a	Only PDF	Rs.15000/-
Best Media Strategy–Consumer Products b. Beverages and drinks	A01b	Only PDF	Rs.15000/-
Best Media Strategy–Consumer Products c. Confectionary and food	A01c	Only PDF	Rs.15000/-
Best Media Strategy–Consumer Products d. Others	A01d	Only PDF	Rs.15000/-
Best Media Strategy – Consumer Durables	A02	Only PDF	Rs.15000/-
Best Media Strategy – Services	A03	Only PDF	Rs.15000/-
Best Media Strategy – Media	A04	Only PDF	Rs.15000/-
Best Digital Strategy	B	Only PDF	Rs.15000/-

Best Media Innovation –Television	C01	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Print a. Dailies	C02a	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Print b. Magazines	C02b	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Out of Home	C03	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Ambient Media	C04	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Cinema	C05	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Radio	C06	MP3 Format containing not more than 3 spots	Rs.12500/-
Best Media Innovation – Digital – Search	C07a	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Digital – Social Media	C07b	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Digital – Mobile / hand held devices	C07c	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Digital – Display	C07d	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Digital – Video	C07e	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation - Digital - Multiple Platform	C07f	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Use of Emerging Technology for a Media Solution	C08	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Use of Influencer Marketing for a brand	C09	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Events / Experiential Marketing	C10	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Direct Marketing	C11	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Branded Content	C12	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Innovation – Sponsorships	C13	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.12500/-
Best Media Research / Analytics -Best Media Research using proprietary data	D01	Only PDF	Rs.15000/-
Best Media Research / Analytics - Best Media Research using existing data	D02	Only PDF	Rs.15000/-

Best Media Research / Analytics -Best use of Analytics / Data Technology leveraging existing or progressive technologies for driving insights or business.	D03	Only PDF	Rs.15000/-
Best Integrated Campaign–Consumer Products a. Cosmetics, toiletries, personal hygiene	E01a	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.15000/-
Best Integrated Campaign–Consumer Products b. Beverages and drinks	E01b	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.15000/-
Best Integrated Campaign – Consumer Products c. Confectionary and food	E01c	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.15000/-
Best Integrated Campaign – Consumer Products d. Others	E01d	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.15000/-
Best Integrated Campaign– Consumer Durables	E02	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.15000/-
Best Integrated Campaign – Services	E03	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.15000/-
Best Integrated Campaign – Media	E04	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.15000/-
Best Ongoing Media Campaign	F	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.15000/-
EMVIE for Good	G	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.15000/-
Grand EMVIE	H	No additional material nor any additional fee	
Best Media Agency of the Year	I		
Best Media Client of the Year	J		
Best Implementation Team of the Year	K		
Best Buying Team Of The Year	L	No submissions required. Nominations will be sought from Agency OpCo CEOs	NA
Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing	M	Refer material requirements described in C01 - C13 for relevant media	Rs.5000/-
Young EMVIE of the Year	N	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.15000/-
Best Media Partner of the Year	O	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.15000/-

Note:

- ❖ A PDF file containing the case study is a must for all categories.

- ❖ No submission of separate entries for Categories H, I, J & K
- ❖ Please do not submit Storyboards or Presentation Boards or A/Vs other than Proof of Work
- ❖ For Videos the desired format is WMV or mp4, for Static/Print it is JPEG and for Radio it is MP3
- ❖ The Video should not exceed 100 MB and the duration can only be up to 90 seconds or 180 seconds as per applicable category.
- ❖ **Case Study (PDF File) & Proof of Work (Video, Static/Print or any other supporting material) should not mention the agency name or logo**

NO LATE FEES WILL BE CHARGED FOR ENTRIES UPLOADED TILL 27TH JULY, 2018
LATE FEES OF 20% WILL BE CHARGED FOR ENTRIES UPLOADED ONLINE
FROM 28TH JULY, 2018.

ENTRIES UPLOADED TILL 27TH JULY, 2018 (In Rupees) Inclusive of GST 18%	20% SURCHARGE ENTRIES UPLOADED FROM 28TH JULY, 2018 (In Rupees) Inclusive of GST 18%
15000	18000
12500	15000
5000	6000

SECTION 4 : SUBMISSION OF ENTRIES

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 individuals 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 entry application form duly filled in, authorized and signed by the client and media agency representative. **Kindly note the Client Signature is a MUST, either you provide it on the printed entry form or on the Client Authorization Letter.**
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, client and media owner.
No changes will be allowed post submission of the entry

7. If work is done by multiple agencies, the work can be entered as Primary Agency (only one name) & Contributing Agency (up to maximum of two names). The scores will however be allocated only to Primary Agency.
8. You are requested to upload only PDF file of the Case study (do not upload word file) along with the proof of work, if any. **DO NOT UPLOAD THE JPEGS OF ANY CLIENT AUTHENTICATION LETTER AND ONLINE ENTRY FORM (ONLY HARD COPY NEED TO BE SUBMITTED).**

SECTION 5 : SELF DECLARATION FORM / N.D.A.

A self-declaration form will be circulated to all judges. The judges will read, sign and hand it over to The Advertising Club Secretariat before commencement of the judging process.

No jury member can participate in voting / commenting on:

- a. Own work – An entry in whose preparation he/she have contributed his/her time and/or skills, regardless of being in employment or association with the said work.
- b. Entries where a spouse, parent or child of a jury member has contributed their time and /or skills.
- c. Entries from Media agencies with whom they are currently employed on a permanent basis/on the board of directors or Entries from agencies in which they have financial stake.
- d. They will score a **ZERO** against such entries.
- e. Failure to do so will result in disqualification of the entry from the category.

SECTION 6 :THE JUDGING PROCESS IS DIVIDED INTO TWO STAGES

Stage I :

This will have the entries judged by a panel comprising a minimum of 6-member jury. The panel will be eminent members of the media planning, research and media buying fraternity.

Stage II :

Entries which are short-listed in categories A, B, C, D, E, F, G, M, N & O in Stage I will go to Stage II. In Stage II, presentations will be made to a panel comprising a minimum of 6-member jury of eminent marketing & creative agency professionals. The shortlisted case studies are sent to each jury member. The Jury members are expected to read the case studies before attending the round of case study presentation. Based on the scores Gold, Silver or Bronze are awarded.

Category H: The Grand EMVIE will go to an entry getting the highest score across categories A, B, C, D or E.

Category I: The Best Media Agency of the Year award goes to a media agency getting the highest accumulated aggregate score from categories A B, C, D, E, F & G.

Category J: The Best Media Client of the Year award goes to a client getting the highest accumulated aggregate score from categories A B, C, D, E, F & G.

Category K: The Best Implementation Team of the Year award goes to the implementation team basis jury scores in Round II of judging for Category C “Best Media Innovation”.

Category L : For the Best Buying Team of the Year we will invite the CEOs of the top media agency networks at the OpCo level to self-nominate their best buying teams on a client, up to a max of 5 nominations per OpCo. A consolidated list of these nominations will be judged by a panel of senior

Media Owners basis a pre-determined set of criteria provided to them by the AdClub and their final scores will determine the winner in Television, Print and Digital.

Best Case Study Presentation : The audience and the judges will exercise a vote on each day of the case study presentations in Round II. The most popular presentation on each of the 5 days (50% weight to the audience vote and 50% weight to the judge's vote) will get a special memento at the Awards Ceremony.

SECTION 7 : RULES AND REGULATIONS

Who can enter? Only media agencies are allowed to enter. Creative agencies and Clients can enter if they produce a proof of their role in actual planning and/or buying of the media and its release.

Entrant Organisation Parentage: The decision on Group Agency or Standalone Agency as Entrant is that respective Agency/Group's decision. They will need to upfront inform Ad Club if they want to enter as a Group or as separate agencies. Once decided as Group, then all entries must be under that Group. Similarly if under Agency, then consistently work done by the Agency can only be entered under that Agency. We will not allow an either/ or option where a Group enters some work under Group and some under a constituent Agency. **Once an entry is submitted, no further change will be allowed in the organization name or parentage**

- a. The work entered should have been executed between 1st April, 2017 to 31st March, 2018.
- b. None of the entries should have name of the entrant, logo, and agency. Even the Video containing the creative should not have the agency logo or the agency name. The entry will be disqualified if this is not followed.
- c. Entries must be for a genuine client of the agency and as part of the client's marketing activity in the year 2017-2018 and not created for the purpose of winning an award. Verification of the client and legitimacy of the entry will be done by The Advertising Club.
- d. An entry form must accompany each entry with all details filled in as required. Entry forms not filled in correctly / incompletely are likely to be disqualified. Entries that are not correctly paid for are also liable to be disqualified. No refund is allowed in such cases. Incomplete entries or entries which violate this norm will be disqualified.
- e. Entry fee once submitted will not be refunded regardless if the entry is withdrawn/disqualified.
- f. The decision of the jury will be binding and final on the entrants.
- g. The points for the FIVE categories from Category K to Category O consisting of Best Implementation Team of the Year, Best Buying Team of the Year, Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing, Young EMVIE Of the Year and Best Media Partner of the Year will not be considered in the computation for the Media Agency of the Year or the Media Client of the Year.
- h. Upload the pdf file and the Proof of work (Static/Print or Video file) on the website. Kindly note that the Entry Application Form should be sent physically to the Ad Club Secretariat along with the payment in the form of cheque / DD / transaction receipt of NEFT / RTGS / Mobile Banking and the Control Sheet. Please do not make the entry application form part of the case study while uploading.
- i. The Media Innovation should be accompanied by the necessary creative support.

- j. For the category Media Strategy, Digital Strategy & Media Research only Case Studies (PDF) to be submitted. No Proof of work in support will be accepted.
- k. The name of the entry, the contributors, the client organization and the entrant organization cannot be changed once the entry is submitted to The Advertising Club.
- l. There can be only one Entrant Organization name in the entry form. However in the Names of Contributors in the entry form, multiple organization names will be allowed – these organizations should have contributed or collaborated on the submitted entry. Irrespective of the number of contributing organizations, the total names of individual contributors should not cross eight in the entry form.

m. Allocation of Points :

Points will be allocated on the basis of Gold, Silver or Bronze. Where an award is shared, points will be allocated equally. Gold will be allocated 15 points. Silver will be allocated 10 points. Bronze will be allocated 5 points.

GRAND EMVIE : The points obtained for winning a GRAND EMVIE will be included in computation of the Agency of the Year & Client of the Year. A Grand EMVIE 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 EMVIE and not for the Gold. The winning entry will get only one trophy– the Grand EMVIE. A Grand EMVIE gets 20 points.

- n. **Mode of Payment :** Entrants may make a consolidated payment by cheque, DD, NEFT / RTGS, Mobile Banking. The entries submitted through cheque / DD should be in favour of “**THE ADVERTISING CLUB BOMBAY**”. Outstation cheques will not be accepted. DD preferred. Please mention the entrant name behind the Demand Draft.

On the event of NEFT/RTGS/Mobile Banking it is compulsory to send the copy of the Payment Advise or UTR NO. There will be no refunds for any reason.

- o. 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.

NEFT/RTGS DETAILS :

Beneficiary Name of Vendor in Bank :	THE ADVERTISING CLUB BOMBAY
Beneficiary Bank Name :	STANDARD CHARTERED BANK
Account Type :	SAVINGS ACCOUNT
Beneficiary Bank Address :	SHREE PANT BHUVAN, SANDHURST BRIDGE, CHOWPATTY, MUMBAI-400007
Beneficiary Bank Account No :	22410024488
IFSC Code :	SCBL0036047
MICR Code :	400036004

For Material required and Entry Fee, refer to the Table on Page nos. 8, 9 & 10.

**** For Technical support, please email to emvies@adclubbombay.com**

Note : EMVIE material becomes the property of The Advertising Club and will not be returned. The Advertising Club reserves the right to make copies of selected creative material for education and publicity purpose and upload the case studies (PDF & Creative) on website.

NOTE : THE ENTRY APPLICATION FORM WILL BE A PART OF THE ONLINE SUBMISSION. HENCE YOU ARE REQUESTED TO UPDATE THE ENTRY FORM ONLINE, TAKE A PRINTOUT OF THE SAME AND SEND IT ALONG WITH CONTROL SHEET AND PAYMENT TO THE AD CLUB SECRETARIAT.

SECTION 8 : THE EMVIES 2018 DATE SCHEDULE (as of date & subject to change)

1	Last date to receive the entries	Friday	27.07.2018
	DETAILS OF JUDGING - MUMBAI		
2	Judging - Round I {Day 1}	Tuesday	14.08.2018
3	Judging - Round I {Day 2}	Thursday	16.08.2018
4	Judging – Round I (Day 3 optional)	Friday	17.08.2018
	DETAILS OF JUDGING - DELHI		
5	Judging - Round I {Day 4}	Tuesday	21.08.2018
6	SHORTLIST ON WEBSITE Shortlist for Mumbai & Delhi	Monday	27.08.2018
	FINAL ROUND JUDGING		
7	Case Study Presentation - Round II {Day 1}	Monday	24.09.2018
8	Case Study Presentation - Round II {Day 2}	Tuesday	25.09.2018
9	Case Study Presentation - Round II {Day 3}	Wednesday	26.09.2018
10	Case Study Presentation - Round II {Day 4}	Thursday	27.09.2018
11	Case Study Presentation - Round II {Day 5}	Friday	28.09.2018
12	Awards Ceremony	FRIDAY	05.10.2018