

GOAFEST 2020 BROADCASTER & PUBLISHER ABBY

Last Date for submitting Entries : Monday, 17th February, 2020

BROADCASTER ABBY

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

- 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 **16th February, 2019 and not later than 15th February, 2020.**
4. **All participants are requested to take a printout of the online entry form duly filled in, authorized by the entrant representative after choosing the option FINAL SUBMIT. Entries will not be accepted without an authorization from the broadcaster / publisher.**

5. **Work entered in previous year cannot be re-entered unless a significantly different version is created a new.**
6. For every entry there should be a separate online entry form duly complete in all respect.
7. If your entry is not in English, please upload an English translation as an integral part of the entry.
8. Entrants not uploading work in prescribed form will run the risk of disqualification by AGC.
9. 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.
10. 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.
11. The organizers may refuse entries which offend national or religious sentiments, or public taste.
12. **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, 17th February, 2020, 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 i.e. Rs. 11210/- 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

Mode of Payment : Entrants may make online payment (NEFT / RTGS, Mobile Banking) or Payment Gateway System or a consolidated payment by cheque / DD. The entries submitted through cheque / DD should be in favour of "**The Advertising Club Bombay A/c Abbys**". Outstation cheques will not be accepted. DD preferred. Please mention the entrant name behind the Demand Draft. In the event of NEFT/RTGS/Mobile Banking it is compulsory to send the copy of the Payment Advise or UTR NO. along with system generated invoice copy. There will be no refunds for any reason.

Exclusively for Technical support only, please email to support@abby2020.com

For Process related support, please email to smita@theadclub.in, gopal@theadclub.in

For Accounting / Invoicing support, please email to mathew@theadclub.in, neehar@theadclub.in

VI. MATERIAL & DOCUMENTS

- 1. GOAFEST Broadcaster & Publisher Abby online entry application form duly filled in, authorized by the entrant representative after choosing the option FINAL SUBMIT. (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.**
- 3. Invoice copy.**

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- 23810213 / 23813034 / 23894091
Fax: 91-22-23892067
Email: adclub@theadclub.in
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 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 2020

Kindly follow the below mentioned instructions, so as to enable you to upload your entries for GoaFest Broadcaster & Publisher Abby 2020.

How to Login

1. You will have to register first using the website address given by us i.e. www.abby2020.com
2. You will have to create your own login ID and Password. You can choose up to 3 to 4 persons to enter the data by allocating the multiple ids or from one single id.
3. Please refer to the Help option for any guidance required.
4. 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.**
5. 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.
6. Participants are requested to submit one hard copy of the online entry application form duly filled in, authorized by the entrant representative after choosing the option FINAL SUBMIT along with the payment details.
7. 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