

Media Abby Brought to you by



MEDIA ABBY AWARDS AT GOAFEST 2020

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

1. CATEGORIES

A. USE OF MEDIA

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

| Category No. | Category Name | Details |
|--------------|--------------------------------|--|
| 1 | Innovative Use of Audio Visual | All entries pertaining to the use of audio video content whether on television or digital platforms will be considered Examples: In serial integrations, sponsorships, digital videos etc. |
| 2 | Innovative Use of Print | All entries pertaining to the use of newspapers and magazines will be considered |
| 3 | Innovative Use of Activation | All entries pertaining to the use of Ambient Media, Events and Activation will be considered Examples: On-ground activations, brand promotions etc. |
| 4 | Innovative Use of Out of Home | All entries pertaining to the use of Out of Home will be considered Examples: Hoardings, transit media, street media, mall branding etc. Includes digital and non-digital formats Any activations or consumer engagement programs should not be part of this category |
| 5 | Innovative Use of Cinema | All entries pertaining to the use of Cinema as a medium and as a venue will be considered Examples: Cinema Screenings, Activations within the cinema premises will be considered Note: In-film integrations will not be considered in this category but will be part of the Branded Content category |
| 6 | Innovative Use of Radio | All entries pertaining to the use of radio will be considered Examples: Radio sponsorships, Radio AFPs, RJ mentions etc. |

| | | |
|----|---|---|
| 7 | Innovative Use of Branded Content - Integration | All entries where the brand has been integrated in EXISTING properties irrespective of the medium will be considered. Examples: Content created for sponsoring a property, TV/digital serial integrations, integrations in movies and existing live shows etc. |
| 8 | Innovative Use of Branded Content - Creation | All entries where the content has been created specifically for a brand and NOT deployed in an existing property Example: Special IPs created, digital videos, new webisodes, AFPs, advertorials, etc. |
| 9 | Innovative Use of Digital Search | All entries pertaining to both SEO and SEM will be considered |
| 10 | Innovative Use of Social Media | All entries which have used social media will be considered Influencer Marketing programs and community building programs etc. will be also considered |
| 11 | Innovative Use of Digital Display | All entries which have used digital display will be considered Videos embedded in banner ads will also be considered |
| 12 | Innovative Use of Mobile | All entries which have creatively used mobile will be considered. Examples: Gaming apps, VR, AR, bots etc. |
| 13 | Innovative Use of Integrated Media | Campaigns that have used 3 or more mediums will be considered. Each vertical of digital media will be considered as a separate medium For this category 'media' will include <ol style="list-style-type: none"> 1. Television 2. Newspapers 3. Magazines 4. Radio 5. Cinema 6. Digital Display 7. Digital Search 8. Mobile 9. Out of home Media Branded content and video have to be deployed on a medium hence they not been called out separately as a medium |

B. SPECIALIST CATEGORIES

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

| Category No. | Category Name | Details |
|--------------|---------------------------------------|---|
| 14 | Cause Marketing | <p>This applies to campaigns that address a civic, social or environment problem done for non-profit organizations, associations, public bodies and/or government agencies.</p> <p>A campaign done by a brand towards a social cause will also be eligible. The evidence of the campaign's success should be skewed more towards the cause rather than building the brand's equity.</p> |
| 15 | Innovative Use of Data & Analytics | <p>Campaigns which use proprietary data, primary research, client data or existing data (using data bases like BARC, IRS, TGI, publisher data etc.) will be considered.</p> |
| 16 | Innovative Use of Emerging Technology | <p>Campaigns that have leveraged existing or progressive technologies for driving insights or business will be considered.</p> <p>Strategic collaborations with analytics / technology providers will also be considered.</p> |

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

| Category No. | Category | Details |
|--------------|------------------------------------|---|
| 17 | Innovative Use of Integrated Media | <p>Best Integrated Campaign (Entries in this category must include at least 3 types of media e.g. Press, TV, Radio, Cinema, Outdoor, Digital etc.)</p> <p>South Asian Countries can also send entries in the categories from 1 to 12 & 14 to 16 in which case, they will compete with all the Indian entries received in those categories.</p> |

D. MEDIA ABBY GRAND PRIX

There will be only one Media Abby Grand Prix Award across all categories i.e. 1 to 16. 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. For further details refer to Page No. 6 Computation of Points section.

E. MEDIA AGENCY OF THE YEAR AWARD:

Will be judged from the metal tally of 1 to 16 categories mentioned above.

2. RULES & REGULATIONS

- a) 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.
- b) All entrants are requested to take a printout of the forms uploaded online and should be sent duly authorized by the representative from the advertiser / owner of the rights of the advertisement along with the cheque/DD or Payment Details, Invoice Copy and the control sheet physically to the address given. **Client authorization is a must.**
- c) All GOAFEST Media Abby entries uploaded online must be designed for implementation and must have been implemented for the first time **between 16th February, 2019 and not later than 15th February, 2020.**
- d) Work entered in previous year cannot be re-entered unless a significantly different version is created anew.
- e) 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 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.
- f) Adherence to material requirements is imperative in terms of format, duration, sizes shared under "Material and Sample Formats" in this brochure.
- g) The organizers may refuse entries which offend national or religious sentiments, or public taste.
- h) Entries with no/inadequate payment will not be accepted. No refunds shall be offered, for any reason whatsoever.

RULE REGARDING ENTERING IN MULTIPLE CATEGORIES

You can submit the same entry under 3 different categories from the 16 categories mentioned above. NOT MORE than 3 submissions will be allowed.

3. JUDGING PROCESS

- a) Round I judging will be online.
- b) The entire process WILL BE PAPERLESS and AUTOMATED.
- c) The award-winning entries will be selected by the Round 2 Media Abby Master Jury & for Digital categories by the Specialists.
- d) The jury's voting will be based on the 4 cornerstones listed below.
 - a. Innovative Media Strategy
 - b. Engaging Creativity
 - c. Encompassing the Audience
 - d. Effectiveness
- e) The decision of the jury in all matters relating to the awarding of prizes will be final and binding.

4. AWARDS

- a) Category prizes: In each category, the jury will award a Gold, Silver and Bronze Media Abby Award to entries judged to be deserving of this honor. These awards will be given to the entrant companies.
- b) **COMPUTATION OF POINTS (for Agency of the Year recognition):**

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 we will present the Gold Trophy for that entry in that particular category however the marks will be allocated only once i.e. for the GRAND PRIX and not for the Gold. The marks for an entry that bags a GRAND

PRIX are 12 points. Even in the sheet circulated post awards that gives the metal tally only Grand Prix will be shown and the Gold will be excluded.

5. 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.

6. ENTRY REQUIREMENTS

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

7. ONLINE ENTRY FORM DETAILS

a) PART 1: ENTRY DETAILS

- For each entry, an online entry form 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, the credit published on our website will be strictly on the basis of whatever is furnished by you in the Online Entry Form.

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 / DD or payment details, Invoice copy and the control sheet. You should not upload the entry form along with the case study.

b) PART 2: CASE STUDY DETAILS (FOR CATEGORIES 1 TO 14 AND 16 & 17)

You will be required to answer the following questions (i) to (v) as part of your case study submission.

- i) Describe the communication goal(s) for this media entry:
(50words maximum)
 - ii) Innovative Media Strategy: 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.
(100 words maximum)
 - iii) Engaging Creativity: Show how the media and the message work together to enhance the overall impact of the effort and engage the consumer.
(75 words maximum)
 - iv) Encompassing the Audience: Show how the media idea travelled across and leveraged the most appropriate touch points and encompassed the target audience.
(75 words maximum)
 - v) Effectiveness: Show how the effort maximized the value of the investment and generated marketplace results.
(50words maximum)
- c) **PART 2: CASE STUDY DETAILS (FOR CATEGORY 15 – INNOVATIVE USE OF DATA & ANALYTICS)**

You will be required to answer the following questions (i) to (v) as part of your case study submission.

- i) Objective for this entry: (Maximum words: 50)
- ii) The Methodology: (Maximum words: 200)
- iii) The Details of Research or Tool Developed (if any): (Maximum words: 250)
- iv) The Findings (Maximum words: 150)
- v) Effectiveness: (Maximum words: 100)

Please ensure that you adhere to the word limit specified for each question. You will have to type the details in the 'text box' provided in the online entry form. You will not be able to save your entry if you exceed the word limit.

You should submit your answers as continuous text, without bullets, symbols or colour. In addition if you want to provide / furnish any graphs or tables, it will have to be uploaded separately as images not exceeding two pages. Anything submitted more than the specified requirement can lead to disqualification.

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.

8. MATERIAL REQUIREMENTS

- This year, case study videos / AVs will NOT be accepted for Round I.
- However you will have to submit 'PROOF OF WORK' to enable the jury to get a better understanding of your entry
- PROOF OF WORK means videos, audios or images that show the judge exactly how the idea/strategy was brought to life in media
The video SHOULD NOT include the following
 1. Background / marketing / communication objectives
 2. Consumer Profiling / Insights
 3. Solution / Approach / Amplification Strategy
 4. Results
 5. No Voice Over / No special effects
- **The submission should be work as it appeared in the market place**
- **Please do not submit any presentation boards in physical format / hard copy**
- **Fully fledged AVs / Case study videos are NOT allowed. If submitted, the entry will be disqualified**

NOTE (SHORTLISTED ENTRIES)

YOU WILL BE REQUIRED TO SUBMIT AUDIO VISUALS AS CREATIVE SUPPORT ONLY FOR THE ENTRIES SHORTLISTED AND A GOOD NUMBER OF TEN DAYS WILL BE GIVEN TO YOU FOR SUBMISSION.

(AUDIO VISUAL DURATION : NOT MORE THAN 3 MINUTES)

9. MATERIAL FORMATS

- Video Clips:MP4 file (File size should not be more than 100MB). The duration of the video should not exceed 3 minutes
- Images: Jpegs, 300 dpi RGB, with longest side 420mm. File size should not be more than 10MB
- Audio files: MP3 format. Bit-rate 64 kbps, Compression ratio 22:1.

NOTE:

- You can upload a maximum of 5 (five) units as “PROOF OF WORK”
- It can be a combination of video, images and/or audio files
- 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.

10. FEES

- An **entry fee of Rs.11,000/- plus 18% GST i.e. Rs.12980/-** will be applicable for each piece of work entered in category **1 to 12 and 14 to 16**.
- For **Category 13, Innovative Use of Integrated Media** the entry fee will be **Rs.15,000/- plus 18% GST i.e. Rs.17700/-**.
- For South Asian Countries (**Category 17**) : the **entry fee will be US\$ 20/- plus 18% GST** (Exchange rate prevailing on day of submission). **PLEASE MAKE THE PAYMENT IN INR (INDIAN RUPEES)**
- Payments should be made by Demand Draft payable at par at Mumbai or Cheque in favour of **The Advertising Club Bombay A/c Abbys**.
- 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).
- **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
- **NEFT DETAILS : ABBYS BANK DETAILS**

| | |
|-----------------------------|---|
| 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 |

11. MISCELLANEOUS

- 1. Hard copy of the GOAFEST Media 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. Copy of the Invoice.**
- Please send the above, along with the payment 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,
E-mail: adclub@theadclub.in**

- 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.**

- 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.

12. HOW TO UPLOAD ONLINE AT GOAFEST MEDIA ABBYS 2020

Kindly follow the below mentioned instructions, so as to enable you to upload your entries for GoaFest Media 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. All proof of work should be as follows : Videos 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