

CREATIVE ABBY AWARDS @ GOAFEST : 2020

It's different. Abby 2020 has undergone a lot of changes basis feedback from the creative fraternity. Abby is celebrating creative excellence for brands. And in a focused manner.

The highlights :

- **Master Jury :** A high power Master Jury consisting of the who's who of Indian Advertising will judge all creative awards.
Yes. It's the same jury for all the categories.
- **Rationalization of Category :** Needless to say, the categories have been rationalized to a very manageable and crisp 8 x 7 matrix.
- **Digital Ideas :** Digital ideas are a part of the Creative Abby. That's where the world is going. That's where Abby is going.
- **The new matrix :**

NO.	CATEGORY NAME	STILL PRINT (A)	STILL DIGITAL (B)	AUDIO VISUAL TV / CINEMA (C)	AUDIO VISUAL DIGITAL (D)	RADIO (E)	OUT OF HOME, AMBIENT MEDIA / ACTIVATION (F)	INTEGRATED (G)
1	FMCG - Foods & Beverages	1A	1B	1C	1D	1E	1F	1G
2	FMCG - Personal Care, Home Care, Healthcare & Others	2A	2B	2C	2D	2E	2F	2G
3	Consumer Durables	3A	3B	3C	3D	3E	3F	3G
4	Automotive	4A	4B	4C	4D	4E	4F	4G
5	Services	5A	5B	5C	5D	5E	5F	5G
6	Retail	6A	6B	6C	6D	6E	6F	6G
7	Corporate, Media, Entertainment & Others	7A	7B	7C	7D	7E	7F	7G
8	Public Service	8A	8B	8C	8D	8E	8F	8G

- **Other Specialist categories :** Design, Digital Mobile, Technology, Direct, Public Relations, Branded Content & Entertainment.

- **SPECIAL AWARDS :**

1. Creative Agency of the Year
2. Design Specialist Agency of the Year
3. Digital Specialist Agency of the Year
4. Technology Specialist Agency of the Year
5. Direct Specialist Agency of the Year
6. PR Specialist Agency of the Year
7. Branded Content & Entertainment Specialist Agency of the Year
8. Video Craft Specialist of the Year
9. Still Craft Specialist of the Year
10. Radio Craft Specialist of the Year

- Follow the rules to avoid your entries getting disqualified. Refer to the rules in each section.
- The entry form can be downloaded from www.theadvertisingclub.net, www.aaaindia.org, www.goafest.com
- Entries can be uploaded online on www.abby2020.com
- **Submission requires :**
 - Completed Entry Form
 - Corresponding Material
 - Payment

They need to upload / be reached to **Advertising Agencies Association of India, B-502, Marathon Futurex, N M Joshi Marg, Lower Parel, Mumbai 400013** and acknowledged by **Monday, 17th February, 2020**.

- **Entries for all verticals need to be uploaded online. In case of Still Print, Still Digital, Still Craft, Out Of Home, Ambient Media / Activation, Direct & Design besides the online uploading the entries must also be submitted in physical form.**
- For other categories please don't submit physical entries.
- For Still Print, Still Digital, Still Craft, Out Of Home, Ambient Media / Activation, Direct & Design Entries, please use a separate envelope for each entry and write the category and sub-category number in bold, using a black marker pen, on the top left hand corner of the envelope. Ensure that the entry forms as well as all the materials pertaining to that entry are included inside the envelope.
- We actively encourage entries from South Asian Countries – Bangladesh, Pakistan, Sri Lanka, Nepal. Entries from these countries will compete with Indian Entries.
One piece of work from these countries across categories other than Craft will be selected by the jury as Best of South Asia.

For any clarification contact : The Ad Club Secretariat,
+91-22-23813034, +91-22-23810213, +91-22-23894091

or email: adclub@theadclub.in

or website : www.theadvertisingclub.net

or twitter : @TheAdClub_India

or facebook : /TheAdvertisingClub

CREATIVE ABBY

The first 8 categories are common for Still Print, Still Digital, Audio Visual TV / Cinema, Audio Visual Digital, Radio, Out Of Home, Ambient Media / Activation & Integrated.

CATEGORY 1

FMCG - Foods & Beverages - Food: Packaged foods, snack foods, baby foods, confectionery, seasoning, biscuits, baked food, ready-to-eat foods, table and kitchen ingredients, ice-cream, dairy products, etc. **Beverages:** Non-alcoholic beverages, colas, aerated drinks, concentrates, soft drinks, water, juices, etc.

CATEGORY 2

FMCG - Personal Care, Home Care, Healthcare & Others - Toiletries, Cosmetics and Healthcare: Bathing and personal care products, medicated plasters, hair care, dental care, mouthwash, toothpaste, soaps, shaving products, feminine hygiene tissues, diapers, beauty care, nutrition supplements, OTC medicines, diet supplements, perfumes, contact lenses, deodorants, talcum powders, creams, lotions, hair dyes, epilators, cosmetics for hair/skin/complexion/nails, etc.

Clothing, Innerwear, Footwear and Accessories: Products which people wear or are seen using clothes for men, women and children, innerwear, accessories like shoes, watches, sunglasses, ties, belts, headgear, jewellery, bags and purses, textiles, suiting, shirting, fabric, etc.

Household Products and Maintenance: Products related to household care, toys, insect repellents, dry cells, furniture, cookware, curtains, crockery, cutlery, crystal, clocks, room fresheners, novelty, curios, lighting fixtures, dish washing liquid, fabric care products, utensil care, bathroom care, floor care, polishes, garden care, pet care, bulbs, deodorizers, air fresheners, glass cleaning liquids, stationery, tools, gifts, furnishings, paints, ceramics, adhesives, cement, wall and floor coverings, toilet paper, photo frames, visual arts, wood varnishes, insulation, fertilizers, travel goods like suitcases and carry bags and accessories, sports, recreation and education products and any other fast moving consumer goods, etc.

CATEGORY 3

Consumer Durables - Household and Business Appliances: White goods, entertainment electronics, kitchen and household appliances like TV, radios, video and audio equipment, stereos, home computers, photocopiers, cookers, ovens, toasters, irons, microwaves, mixer grinders, typewriters, cameras, musical instruments, refrigerators, washing machines, air conditioners, air coolers, heaters, water purifiers, vacuum cleaners, dishwashers, geysers, mobile handset, IOT and any other consumer durables that don't come under automotive category.

CATEGORY 4

Automotive - Automotive and related products, cars, two-wheelers, trucks, petrol, engine oils, car accessories, car decorations, spares, services related to cars, tyres, etc.

CATEGORY 5

Services - Telecom Products and Services: Mobile service providers, landline services.

Financial Services: Banks, investments, loans, insurance, mutual funds, brokers, credit cards, debit cards, loyalty cards, financial consultants, cash management services, etc.

Business and Home Services: Couriers, internet providers, event management companies, software providers, dial-a-bouquet, yellow pages, pest control services, security services, hospitals, retouching studios, photographers, advertising agencies, digital agencies, IT services, website design companies, transport and logistics services, real estate companies, training, consulting, DVD rentals, etc.

Travel, Entertainment and Leisure: Package tours, tour operators, hotels, places of tourist interest, airlines, cinema halls, libraries, bowling alleys, cookery classes, dancing classes, aerobics classes, gyms, swimming pools,

railways, spas, cruises, resorts, rent-a-car services, computer games, sports clubs, pilgrimage sites, clubs and allied products, etc.

Healthcare Services: Hospital Service, Managed Healthcare, Internet based Health Services.

CATEGORY 6

Retail – E-commerce, Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, book shops, etc.

CATEGORY 7

Corporate, Media, Entertainment & Others - Advertising that enhances image of an organization without mentioning specific product attributes, recruitment, event sponsorship, festival messages, Media and Publications, TV channels, radio stations and outdoor publication marketers & others.

CATEGORY 8

Public Service - Health, environment, social causes, population control, etc. If the advertiser is a corporate group and not a public welfare organization, the entry should be submitted in the preceding category 7 - Corporate, Media, Entertainment & Others.

CREATIVE AGENCY OF THE YEAR AWARD: Will be adjudged from the metal tally of the 7 verticals across 1 to 8 categories.

CATEGORY 9

DESIGN

The definition of Design is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product messages.

- 9a. Corporate / brand identity: a new brand logo, and it's applications or a corporate rebranding scheme, with 3 or more applications including online branding communications if necessary.
- 9b. Stationery-business cards, letterheads, envelopes, CD covers, etc.
- 9c. Brochures, Catalogues and Annual Reports
- 9d. Use of Design in Direct Mail: invitations, greeting cards, announcements
- 9e. Use of Design in posters: film, event, corporate, traditional poster
- 9f. Publications, books, diaries, newspapers, magazines
- 9g. Calendars
- 9h. Typography Design
- 9i. Packaging: original design and finished pack
- 9j. Environment design: for retail spaces, services, workplace, Public Space and Community
- 9k. Best Integrated Design Campaign using 2 or more Design Sub-Categories (From Categories 9a to 9j only) e.g. packaging and identity

(For Category 9k the entry fee is Rs.14,000/- plus 18% GST)

Craft in Design:

- 9l. Use of Copywriting
- 9m. Use of Typography
- 9n. Use of Illustration
- 9o. Use of Photography
- 9p. Use of Mixed Media
- 9q. Use of Product Design-innovative use of design in a product

DESIGN SPECIALIST AGENCY OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories 9a to 9q.

CATEGORY 10

DIGITAL & MOBILE

DIGITAL

10A. Websites / Microsites

Website entry cannot be submitted in microsite category and vice-versa.

- a. **Brand Website** – Long term destination that takes into account navigation, layout, usability, aesthetics and content, etc. Multiple entries for the same site in different sub-categories is not permitted.
- b. **Brand Microsite** – Short term destination to promote a campaign etc. Multiple entries for the same campaign in different sub-categories is not permitted.

10B. Social Media

Social engagement should be the primary purpose and not a secondary component in the overall activity.

- a. **Social Media (Co-Creation / Crowd sourcing / Response etc.)** – Brand initiatives that encourage the community to contribute or collaborate in innovative ways.
- b. **Social Media (Tools / Applications)** – Digital applications or tools specifically designed for a social platform.

10C. Digital Games

The same entry can only be entered once in this section.

- a. **Games (Online)** – Games specifically created for use on online platforms including social.
- b. **Games (Others)** – Digital games deployed outdoor / offline.

10D. Digital Technology

The same entry can only be entered once in this section.

- a. **Technology (Utility / Tool)** – Creative use of technology that creates value for the consumer.
- b. **Technology (Installations)** – Brand engagements utilizing interactive screens etc. at on-ground / outdoor / offline spaces.
- c. **Technology (Others)** – Campaigns that employ innovative technology to create engagement that are distinct from the above two. Each piece of work must be paid separately.

10E. Search

Innovative approach to Search using paid search, Search Engine Optimization, etc.

10F. Use of Email

Innovative approach to using or executing emails to achieve brand objectives.

10G. Best in Innovations on OTTs or Content Platforms

Branded content created exclusively for OTT platform such as stand-alone feature film, or web-series. This does not include DVCs (digital video commercials) or any other form of video-advertising. The film/web-series should have been released on one or more OTT platform, such as YouTube, EROS Now, SonyLiv, Zee5, ALT Balaji etc. and should have been created for the brand. Includes how advertising on or collaborating with an OTT or internet content platform helped craft or boost the brand message.

Entry should be supported with highlights of the film and how the brand integration has been carried out. The entry should be sent on an online link only.

Key Factors:

Relevance to the OTT Platform's audiences
Creative and Originality in Communication
Strategic fit of the OTT platform to the campaign idea
Impact of the Campaign

10H. Best in Creator Partnerships

Includes how collaborating with an internet creator(s) helped craft or boost the brand message. Note: This doesn't include celebrity partnerships or amplification. Internet creators are specifically those who create content for audiences on the web. Partnerships can range from a single tweet to a long-term association.

10I. Best in Moment Marketing

Includes how an unpredictable, real-time event was used to craft or boost the brand message. Note: This doesn't include topical events like festivals, national holidays or special days like Mother's or Father's Day. Can include marketing on and off social media.

10J. Best in Platform Innovation

Includes how a particular social media platform was used in a new way to craft or boost the brand message. Note: Entries cannot club multiple platform activities together. The creative idea needs to be born out of an insight about the platform, or its audience

MOBILE

10K. Mobile/Tablet Site - Includes mobile sites, tablet sites and mobile optimized sites.

10L. Mobile/Tablet Apps - Apps that are either pre-installed or can be downloaded from app stores or via Bluetooth / Wi-Fi, etc.

10M. Mobile Technology - Campaigns that use location or proximity such as RFID, GPS, geo-tagging, etc., augmented reality including image recognition (QR codes, bar codes, etc.)

10N. Mobile Games - Branded games specifically designed for mobiles / tablets whether pre-installed, downloaded or hosted on mobile site.

10O. Mobile Messaging - Campaigns that make use of SMS / IVR / Missed Call, etc.

DIGITAL SPECIALIST AGENCY OF THE YEAR AWARD: (Digital + Mobile + Digital Craft) Will be adjudged from the metal tally from the categories 10A to 10O & 21A to 21C.

CATEGORY 11

TECHNOLOGY

11Aa I Best E. Commerce Portal (Website/App) – BFSI

11Aa II Best E. Commerce Portal (Website/App) - Retail - Multi Brand

11Aa III Best E. Commerce Portal (Website/App) - Retail - Single Brand

E. Com platform delivers the convenience in purchase through a specific experience of a brand. This category acknowledges the efforts taken by the brand to create the best combination of unique brand experience and the convenience of an e-commerce in the same website or app.

11Ab I. Best Website with the use of CMS Platform – BFSI

11Ab II. Best Website with the use of CMS Platform – General

With CMS, the business heads can have full control over the content that the business wants to publish. Since content marketing has a greater connection with the customers, one has to change the content regularly and this is possible with the CMS. This category awards the best use of such CMS tools to convey the brand story and create a platform for people to experience the brand.

11Ac I. Best E. Commerce Innovation – BFSI

11Ac II. Best E. Commerce Innovation - Retail - Multi Brand

11Ac III. Best E. Commerce Innovation - Retail - Single Brand

Includes any single or a set of specific functions that adds value to the overall e.com brand experience

11B. Best use of Technology for community management / building

Includes technological intervention that helps the brand gather, engage and propagate it's community of patrons.

11C. Best Internal App & Intranet

Includes the most innovative and advanced way to conduct "intranet" requirement of the brand, that results in increase in employee participation and affinity

11Da. Best use of Virtual Reality for Brand Experience

Best use of VR in creating the brand world for the user to explore and get a better understanding of the brand or the brand idea. Example: Creating a VR expertise of a automobile showroom or the interior of an automobile

11Db. Best use of Virtual Reality on Gamification

Best use of VR in creating a gamified Engagement to convey a brand idea

11Ea. Best use of Augmented Reality for Brand Experience

Best use of AR in creating the brand world for the user to explore and get a better understanding of the brand or the brand idea.

11Eb. Best use of Augmented Reality on Gamification

Best use of AR in creating a gamified Engagement to convey a brand idea

11F. Best Creative use of Tech Innovation

Includes adopting technological innovation to deliver a unique brand experience

11G. Best Use of Voice Service in a digital platform/ using digital technology.

11H. Best use of influencer activity in a digital platform/using digital technology.

TECHNOLOGY SPECIALIST AGENCY OF THE YEAR AWARD : Will be adjudged from the metal tally from the categories 11A to 11H.

CATEGORY 12

DIRECT

Direct Marketing is targeted direct communication designed to generate response or specific action whilst building and prolonging relationships.

Entries in categories 12A to 12F can include communication from all product and service companies. Campaign for Social awareness or charity causes have to be entered in Category 12G.

This category is further sub-divided into sub-categories.

These are:

12A. Direct Response – PRESS

Any communication for consumer or business campaigns

- Selling off-the-page or

- generating enquiries via print ads,
- loose or bound-in inserts, or
- wrap-arounds on publications

It could be a single press ad/insert or a campaign. Make sure you state the carrier medium (in the case of an insert) and submit fulfilment material if appropriate. Brand campaigns with a url or telephone number, will not be considered as Direct Response Press campaigns, unless there is a call for specific action to generate enquiries or sell off the page.

12B. Direct Response – AV (TV Film / YouTube Film / Infomercial)

This category is for film or audio content, such as short-form web videos, viral videos, podcasts, AV, TV commercials etc. All work must seek to generate a response, and can be in paid, earned or owned media. *Brand campaigns with a url or telephone number, will not be considered as Direct Response campaigns, unless there is a call for specific action to generate enquiries or sell products or services.*

12C. Direct Response – Dimensional Mail (3D Pieces)

Multi-dimensional mailing includes any addressed, posted or delivered 3D mail including those with samples or pop-ups. Any addressed mail that is delivered in a tube, carton or other non-standard carrier will be considered Dimensional Mail.

For a piece to be Direct it should: a) Be highly targeted – you know your audience and have created work specifically to reach them; b) Have a call to action/direct response mechanism – the work you have created makes your audience do something; c) Have measurable results – the above call to action has produced a quantifiable impact in your business/organization (e.g. increase in sales/customers/donations)

12D. Direct Response – Flat Mail (without bulky enclosures)

Flat mailing would include any addressed, posted or delivered mail without samples or pop-ups. It does not require boxes or padded envelopes for delivery. Only standard envelope formats, self-mailers and catalogs that include a measurable reply mechanism.

For a piece to be Direct it should: a) Be highly targeted – you know your audience and have created work specifically to reach them; b) Have a call to action/direct response mechanism – the work you have created makes your audience do something; c) Have measurable results – the above call to action has produced a quantifiable impact in your business/organization (e.g. increase in sales/customers/donations)

12E. Direct Response - Emailers : (need to include landing page wherever required)

Any email messages generating response or engagement and includes a measurable reply mechanism. Entries will be judged on overall conceptual strength, including subject line, body copy, design, and original and appropriate use of technology, if employed. Please describe anything unique or creative about your choice of the target audience. Explain how this effort was deemed a success.

The campaign could be a single email, a series of related emails, bulk campaigns or trigger emails. This category does not include email used in conjunction with another channel as part of the same campaign. This is for email-specific campaigns.

12F. Direct Campaign using any two of the above.

Campaigns led by Direct Marketing Programmes that use multiple media types in one campaign which is initiated, led or driven predominantly by direct marketing.

Note, entries in this category MUST contain at least two DIFFERENT media, and a clearly identifiable targeted / direct communication component or core idea.

12G. Work done for Social Awareness or Charity Causes.

Direct marketing campaigns, in any media, that promote charitable causes or are meant for social awareness should be entered here.

12H. Direct response digital.

Work in these categories should demonstrate how a direct campaign response was enhanced or driven by the creative use of data or digital technology which enhanced the customer brand experience.

(For Category 12F the entry fee is Rs.14,000/- plus 18% GST)

DIRECT SPECIALIST AGENCY OF THE YEAR AWARD : Will be adjudged from the metal tally from the categories 12A to 12H.

CATEGORY 13

PUBLIC RELATIONS

The definition of PR is the creative use of reputation and image management by the creation and preservation of trust and understanding between individuals, businesses or organizations and their publics / audiences.

A. SECTORS

13Aa. Consumer Durables

The category deals with goods that last for a considerable amount of time and are not purchased frequently by consumers. The following products would be part of this category:-

- Household appliances and consumer electronics
- Telecom products
- Automobile and transport
- Sports and medical equipment
- Furniture, etc.

13Ab. Consumer Non-Durables

These goods are produced for short-term use and are purchased with a greater frequency by consumers. This category mainly involves all products under the FMCG bracket:- luxury goods, fashion, beauty, food, nutrition, beverages, confectioneries, other packaged products, etc.

13Ac. Other Consumer Products & Services

Incorporates services in sectors like healthcare and well-being, media and entertainment, travel and tourism, retail and restaurants, business and home services.

It also includes B2B PR that is all about changing perceptions, driving brand preferences, creating new opportunities for business to grow, etc.

13Ad. Financial PR

PR activities undertaken for Banks, investments, loans, insurance, mutual funds, brokers, credit cards, debit cards, loyalty cards, financial consultants, cash management services, positive investor relations, etc.

13Ae. IT Services

PR to bridge the communication gap between IT and technology companies and their customers.

B. PRACTICES & SPECIALITIES

13Ba. Corporate PR

Corporate Public Relations help organizations explain their mission, combine its many visions and values into a cohesive message that is later disseminated to various stakeholders. This concept can be seen as an integrative communication structure linking stakeholders to the organisation. This requires a series of measures towards managing Corporate Reputation.

13Bb. Public Affairs & Lobbying

Public Affairs generally refers to Building & Developing relations between an organization and politicians, governments and other decision-makers. Public Affairs uses communication tactics such as Media Relations, Lobbying, monitoring and predicting political, legal, economic and social developments and providing political intelligence and strategic advice.

13Bc. Crisis Communications & Issue Management

Campaigns to plan and / or handle the consequences of a crisis or an issue that may affect a company's credibility and good reputation.

13Bd. Internal Communications

All practices designed to mobilize employees as brand ambassadors to keep them aware as well as engaged with the environment, integrity, innovation and practices followed by the organization, is broadly known as internal / employee communications. Employee Engagement measures play a vital role here.

13Be. Corporate Social Responsibility

CSR is also referred as Corporate Citizenship. It involves the combination of all initiatives undertaken to assess and take responsibility for the company's effects on environmental and social well-being.

13Bf. Events & Experiential

Involves PR campaigns that use a live event or stunt to meet their objectives. It may include a trade show, conference, product launch, field marketing activity, awards ceremony or any other event designed to build or increase the value and reputation of a brand or communication project as part of a wider public relations strategy.

C. DIGITAL PR

13Ca. Use of Social Media in PR

All measures taken to increase the brand's online presence for greater visibility and reach. This involves ventures like community building and management, audience targeting engagement, social communication and amplification, influencer communications, etc.

D. CAMPAIGN

13Da. Integrated Campaign led by PR

Campaigns with multiple elements or channels that are predominantly PR driven.

Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign and must demonstrate how well the different types complement and build on each other to communicate the brand's message and / or change consumer awareness and attitudes.

(For Category 13Da the entry fee is Rs.14,000/- plus 18% GST)

PUBLIC RELATIONS SPECIALIST AGENCY OF THE YEAR AWARD : Will be adjudged from the metal tally from the categories 13Aa to 13Da.

CATEGORY 14

BRANDED CONTENT & ENTERTAINMENT

The definition of Branded Content and Entertainment is the creation of, or natural integration into, original content by a brand. The purpose of branded entertainment is to deliver marketing messages by engaging consumers via relevant content platforms rather than the use of traditional advertising methods.

Entrants will show how a brand has successfully worked independently or in association with a content producer or publisher to develop and create or co-create entertaining and engaging content for their audience. This could be either by creating original content or programming for a brand or by naturally integrating a brand into existing formats by partnering with a publisher or media partner.

Creative content that leverages a single media channel, such as web video or broadcast or uses multiple platforms to deliver content to audiences across various channels, including: radio, magazine, music, video, mobile, social, blogs, experiential events and more.

14a. Best fictional program, series or film where a client has successfully created a drama, comedy or mini-series around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.

14b. Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.

14c. Best brand or product integration into a feature film, existing TV show and/or series including TV, mini-series, web series, cinema, DVD releases and online/digital.

14d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.

14e. Best use of integration of user generated content.

14f. Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.

14g. Best use or integration of offline media such as print, out of home, etc.

14h. Best integrated entertainment content campaign which uses more than 2 media.

(For Category 14h the entry fee is Rs.14,000/- plus 18% GST)

BRANDED CONTENT & ENTERTAINMENT SPECIALIST AGENCY OF THE YEAR AWARD : Will be adjudged from the metal tally from the categories 14a to 14h.

CATEGORY 15

RED ABBY

The brief:

Prepare an integrated communications plan using Print, Film, Outdoor and Digital.

Objective: Help mitigate violence against women.

Audience: National (Hindi)

Material for judging: Script/Storyboard for film and digital. Rough designs (mounted) with copy, for Print and Outdoor. Copy can be in English/Hindi.

The winners will be flown to Goa and honored on the Goafest stage with a special ABBY award.

CATEGORY 16

NATIONAL GEOGRAPHIC GREEN AWARD

The theme for the National Geographic Green Award is PLANET CONSERVATION that salutes communication which highlights efforts to save, reduce or re-use Energy, Water, Plastic, Wildlife and the environment in general.

Entries can be submitted by creative agencies, media agencies as well as digital agencies. Only campaigns executed in the last one year to be considered as valid entries for the awards

Judging Criteria: Entries will be evaluated on the criteria of the freshness of the creative idea, Impact of the cause, the charm of its creative rendering and its memorability.

All the work submitted should have been produced based on a brief given by a regular client and should be a part of an advertising schedule requisitioned by the client.

The medium can be Print, TV, Radio, Digital, On Ground, Activation or any medium.

CATEGORY 17

YOUNG ABBY AWARDS

If you are dynamic young duo (one art and one copy creative person, below or 30 years as on **Jan 1, 2020**) and keen to win a prestigious Young Abby, create a three-ad print campaign and a story board for a 30 second TV film.

One million people in Mumbai alone go to sleep hungry. And this is a sad story replicated across the country. At the same time we waste huge quantities of food everyday. From weddings, parties, restaurants and even at home. A clutch of good NGOs like Roti Bank are providing a wonderful service that picks up excess food from your party, wedding or event.

Create an integrated campaign that highlights the issue, and urges people to call the help lines of these NGOs and ask them to pick up your extra food.

What you waste could let someone less fortunate feast tonight.

This is an individual award designed to encourage the young creative but the work has to be certified as original work done by the entrant in the period of this years' Abby Awards by both the National Creative Director and CEO of the Company entering or Faculty Head and Professor/Dean of the College or University as the case may be.

CRAFT

CATEGORY 18

STILL CRAFT

The following categories are open to agencies, creating companies and individuals. Authentication of creation by client and releasing media will be necessary. Entries can be entered in following sub - categories:

- 18a. Copywriting
- 18b. Art Direction
- 18c. Photography
- 18d. Illustration
- 18e. Typography

You may enter print, poster, outdoor, direct mail or packaging work. Each entry to be paid as a single entry.

STILL CRAFT SPECIALIST OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories 18a to 18e.

CATEGORY 19

VIDEO CRAFT

The following categories are open to agencies and film production houses. Authentication of creation by client and releasing media will be necessary. Entries can be entered in following sub-categories:

- 19a. Direction
- 19b. Editing
- 19c. Animation
- 19d. Cinematography
- 19e. Music
- 19f. Special Effects
- 19g. Sound Design
- 19h. Casting

VIDEO CRAFT SPECIALIST OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories 19a to 19h.

CATEGORY 20

RADIO CRAFT

The following categories are open to agencies, creating companies and radio production houses. Entries can be entered in following sub-categories:

- 20a. Writing
- 20b. Music
- 20c. Voice

RADIO CRAFT SPECIALIST OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories 20a to 20c.

CATEGORY 21

DIGITAL CRAFT

- 21a. UI / UX Design (App, Social Media)
- 21b. Data / Analytics

21c. Programming

The metal tally of the Digital Craft (21a to 21c) categories will be considered for the DIGITAL SPECIALIST AGENCY OF THE YEAR AWARD

RULES

Each of the verticals will be judged independently: Still Print, Still Digital, Audio Visual TV / Cinema, Audio Visual Digital, Radio, Out Of Home, Ambient Media / Activation & Integrated, Design, Digital Mobile, Technology, Direct, Public Relations, Branded Content & Entertainment, Special Abby (Gender Sensitive), National Geographic Green Award, Young Abby and Craft Categories. For Still Print, Still Digital, Audio Visual TV / Cinema, Audio Visual Digital, Radio, Out Of Home, Ambient Media / Activation & Integrated, there are 8 categories [Numbered 1 to 8] of the types of products and services advertised. An indicative description of what features under each of these categories has been given above. These 8 categories have been sub-divided into 7 verticals : (A) Still Print (B) Still Digital (C) Audio Visual TV / Cinema (D) Audio Visual Digital (E) Radio (F) Out Of Home, Ambient Media / Activation & (G) Integrated.

Therefore, if you are entering any of these categories, you are also necessarily entering ONE of the verticals : A, B, C, D, E, F or G. Consider your entry as submitted when your entry forms and corresponding material in a coded envelope (see Section 'Material') along with payment thereof (see Section 'Payment') **has been uploaded online or has** reached the Ad Club (AAAI Office) and you have received an acknowledgement. The last date for acceptance of the entries at the Ad Club (AAAI Office) is **Monday, 17th February, 2020**.

- (A) For Still Print, Still Digital, Still Craft, Out Of Home, Ambient Media / Activation, Design & Direct each entry submission needs to be in a separate envelope with the category and sub-category number written in bold on the top left hand corner of the envelope. The envelope should carry a duly filled entry form and all the materials related to that entry.

Example 1 : If you're entering a Still Print ad for ice cream, you must write '1A' in bold on the envelope since ice cream are covered under category 1 and in Still print ads, under sub-category 'A'. However, if you are entering an Integrated for ice cream, it should be marked '1G'.

- (B) **For the above mentioned verticals**, Please DO NOT:

- Combine multiple entries in the same entry form.
- Place different entries in the same **envelope**.
- Glue the entry form to the material or envelope; use a clip or a clamp instead.

- (C) All the work submitted should:

- Have been released for the first time between **16th February, 2019 and not later than 15th February, 2020**.
- Have been produced based on a brief given by a regular client and should be a part of an advertising schedule requisitioned by the client.
- Not have been created / released mainly for entering the Abby Awards **2020**.
- Not be illegal to sell, communicate and advertise in India; **no alcohol and tobacco advertising can be entered (except for categories Digital Mobile, Technology & Activation)**. Surrogate advertising will have to compete in categories where it has a genuine sale eg. Mineral water in beverages category and CDs in Household appliances and goods category
- Conform to ASCI (Advertising Standards Council of India) guidelines.

- **Alcohol advertising can be entered in a. Digital, Mobile & Technology Category; b. Only in Activation Category and not in Out of Home & Ambient Media.**

- (D) All print entries submitted should be from publications which meet at least 2 of the following 3 criteria:
- Should be accessible to the general public through news-stand or subscription.
 - Should be released in a periodical with a fixed frequency.
 - Should be released in a publication with a tariff card offering space for commercial space buyers.
- (E) Every entry is accepted only on the condition that through the act of entering the work, you are automatically certifying that you have read, understood and accepted all the rules and conditions stated in this brochure and that your entry is COMPLETELY in conformity with all of them.
- (F) AGC reserves the right to extend the last date of submission of entry but there is no guarantee that this will happen. Participants are requested to adhere to dates mentioned and late entries can face disqualification.
- (G) Creative work entered must have been conceived and it's execution supervised by a company in India or Pakistan or Sri Lanka or Nepal or Bangladesh. Work executed abroad by producers or international employees of the entering company must have been under the supervision of the Creative Director of the entering company.
- A certificate will need to be issued to establish if an international employee of the entering company has used advanced illustration or animation to finish the work. There must be a certificate to the effect identifying what was executed abroad and by whom along with the name of the supervising India based Creative Director.
- (H) Ads or campaigns conceived and executed abroad with cosmetic local adaptations like a language dub or available in India message run the risk of being disqualified.
- (I) Incomplete/incorrect entry forms are liable to get disqualified and no refund will be provided.
- (J) Entries can be entered in more than one category or sub category.
- (K) Entries must be accompanied by a total list from the Agency or company entering.
- (L) **WHO CAN ENTER:** Creating, Marketing & Producing companies and advertisers can enter. A media company that has commissioned a creative for a client or itself can also enter.
- (M) Film Production Houses can enter films only in the Video Craft category.
Agencies or creating companies can also enter Video Craft categories where the Agency or creating company has created the work with proof.
Agencies who have produced a film and want to enter in Video Craft will require a certificate from the CEO of the company on the production details and the client brand for whom the work was created.
In case of both agency and production house entering same film which happens to win, the award will be handed over to the production house.
- (N) Radio Production Houses can enter radio spots only in the Radio Craft category.
Agencies or creating companies can also enter Radio Craft categories where the Agency or creating company has created the work with proof.
Agencies who have produced a radio spot and want to enter in Radio Craft will require a certificate from the CEO of the company on the production details and the client brand for whom the work was created.

In case of both agency and radio production house entering same radio spot which happens to win, the award will be handed over to the radio production house.

- (O) Only entered work will be judged.
- (P) Size limit of Still Print, Still Digital, Still Craft and Out Of Home entries has been specified in cm (40cms x 60cms) and your attention is drawn to this.
- (Q) A single piece of Entry can be entered in more than one category unless otherwise specified in a sub-category.
- (R) **All entries need to have their form uploaded online for each and every category as also the corresponding creative material. However, for the verticals like Still Print, Still Digital, Still Craft, Out of Home, Ambient Media / Activation, Direct & Design beside the online submission creative Material is also required to be send in physical format at the office of AAI.**
- (S) All participants are requested to take a printout of the forms entered online and should be sent duly authorized by the agency representative along with the payment, physically to the address given.
- (T) Work entered in previous year cannot be re-entered unless a significantly different version is created anew.

Gold winners of Categories STILL PRINT, STILL DIGITAL, AUDIO VISUAL TV / CINEMA, AUDIO VISUAL DIGITAL, RADIO, OUT OF HOME, AMBIENT MEDIA / ACTIVATION, INTEGRATED, DESIGN, DIRECT and DIGITAL MOBILE & TECHNOLOGY can contend for Grand Prix in their respective category. Grand Prix can emerge only from Gold winners in the 10 verticals mentioned. No nomination is possible here.

Grand Prix is defined as the Ultimate Award for redefining a category or setting a new paradigm in the Category.

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 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.

VERIFICATION

The Ad Club will verify the year of release and legitimacy of the entry, as well as their adherence to the spirit and the rules and regulations of the Abby Awards. Ad Club retain the right to disqualify an entry, based on their own judgement and the decision of the Awards Governing Council (AGC) will be final.

- (A) All individual entries including large media campaigns and one-off entries must be accompanied with a client authentication letter and a voucher copy of the released ad, or telecast / broadcast certificate. A one-off ad is defined as a single ad that has been released only once. Self work will require to be authenticated by a self attested release letter with place and date of release. AGC reserves the right to disqualify an entry with no proper release supporting or authenticated letters.
- (B) Verification of client work having been done by the agency, the date and year of release and legitimacy of the entry will be done by the auditors along with Awards Governing Council (AGC). Complaints made by individuals on the shortlisted entries have to be in writing from an identified person on company letterhead or mail. The only way a complaint can be taken up is if the letter containing proof or internet link of ads resembling work done earlier or entries suspected of release outside of the date of competition is addressed to the Ad Club or the Auditors which the Auditors will table to the AGC. Proof of plagiarism or similarity in creative, date of release should be supplied by complainer in writing. The AGC will decide on legitimacy of the entry and date of release based on information given by the auditors. Only the appointed Jury can deliberate on matters like ads resembling work done earlier or plagiarism.

After final metals have been decided by the jury based on information available by a cut-off date there will be no revision of metals even if new proof emerges against a winning entry. Only the appointed jury can decide on metals and the AGC cannot overrule the jury on metals decided.

MATERIAL

(NO AV SHOULD BE OF MORE THAN 3 MINUTES DURATION)

Audio Visual TV / Cinema, Audio Visual Digital, Video Craft

Videos uploaded must be in mp4 format. File size should not be more than 100MB.

Commercials should not exceed over 3 minutes. Product Demos entered in film categories will be DISQUALIFIED. (NO PHYSICAL ENTRY)

Radio, Radio Craft

Radio Spots uploaded must be in mp3 format. File size should not be more than 100MB.

Radio Spots should not exceed over 2 minutes. Radio Promos entered in these categories will be DISQUALIFIED. (NO PHYSICAL ENTRY)

Still Print, Still Digital, Still Craft :

The files uploaded must be in jpeg format. File size should not be more than 10MB.

Art pulls mounted on soft board and flush-cut or printed on art card with size 40cms x 60cms. Any size larger than this will be DISQUALIFIED. PLEASE DO NOT SUBMIT JPEGS OR DIGITAL ENTRIES OR VIDEOS ON CD. (PHYSICAL ENTRY IS MUST WITH ONLINE SUBMISSION)

Please supply 1 actual proof or copy of the newspaper, magazine or insert as appropriate. This is in keeping with what is recommended at Cannes.

Out of home, Ambient Media / Activation:

Outdoor files uploaded must be in jpeg format. File size should not be more than 10MB.

Videos uploaded must be in mp4 format (not more than 3 minutes). File size should not be more than 100MB. (PHYSICAL ENTRY IS MUST WITH ONLINE SUBMISSION)

Art-pulls should not exceed full page size i.e. 40cms x 60cms. Any size larger than this will be DISQUALIFIED. Please provide an original colour photo of the site which can be in a maximum size of 4"x 6". Stick the photo behind the entry.

For Activation entries your Presentation Note 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

You are recommended to upload a case film of not more than 3 minutes to strengthen the presentation.

INTEGRATED:

The Integrated category has been instituted to promote and encourage 360 degree communication in different major media as well as events, entertainment content, in-film placement across various touch points. This award will be judged on how well different pieces of work from different media integrate with the central idea of the entry. The creative extension of the idea in various media is key in this category

There are 2 parts to entry here.

1. Entries in AV form in 2 to maximum of 4 minutes must be uploaded featuring work released and included must be across at least 3 different media. Print and poster will be clubbed under a single medium in this category. **AV File size should not be more than 100MB.**

2. Actual Creative Work done for the campaign must be uploaded. Please do not upload more than three examples (creative pieces) per medium.

Still Ads and Out of Home in JPEG, Audio Visuals in mp4 format and Radio in MP3 format for online submission. (NO PHYSICAL ENTRY)

DIGITAL MOBILE & TECHNOLOGY (NO PHYSICAL ENTRY)

URL is a must.

In case of social media where the pages are not available any more the screen grabs need to be uploaded.

Video presentations (not more than 3 minutes) of the case studies can be uploaded online in mp4 format.

Phone models on which the work is accessible should be clearly listed. Plus a video grab of the full working app or site on a phone.

FOR ALL DIGITAL MOBILE & TECHNOLOGY ENTRIES URL IS A MUST.

You are requested to take a print out of the Entry Form post the completion of the submission process for which only one URL to be given. The form should be accompanied by the cheque. Each piece of work will be treated as a separate entry.

DIRECT :

Direct entries uploaded must be in jpeg format. File size should not be more than 10MB.

Videos uploaded must be in mp4 format (not more than 3 minutes). File size should not be more than 100MB.

For all entries, you must supply a one page Presentation Board size not exceeding 40 cms by 60 cms that contains some key visuals and a simple, clear summary in English of the brief, strategy and results in not more than 100 words. You must not refer to the name of your agency or any contributing creative companies on the Presentation Board.

Your Presentation Board 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 (PHYSICAL ENTRY IS MUST WITH ONLINE SUBMISSION)

For all entries, we **strongly recommend** that you prepare a Case Film in 3 min duration to support your entry. This presentation will be used for Jury deliberations. **Please send in an actual sample of your Direct Mailer entry.**

DESIGN :

Design entries uploaded must be in jpeg format. File size should not be more than 10MB.

Videos uploaded must be in mp4 format (not more than 3 minutes). File size should not be more than 100MB.

For all Design entries, please send an A2 sized (approximately 40cms x 60cms) hard copy mounted Presentation Board.

Your Presentation Board 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

Please send in an actual sample of your design entry including packaging.

For large sized executions like environmental and retail design, please send high res visual images in maximum size of 40 cms by 60 cms.

(PHYSICAL ENTRY IS MUST WITH ONLINE SUBMISSION)

PUBLIC RELATIONS :

Videos uploaded must be in mp4 format. File size should not be more than 100MB.

All entries on Case Study AV Film in not more than 3 minutes duration uploaded along with the presentation note will be used for Jury deliberations.

**Your Presentation Note 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
(NO PHYSICAL ENTRY)**

BRANDED CONTENT & ENTERTAINMENT :

Videos uploaded must be in mp4 format. File size should not be more than 100MB.

All entries only as Case Study AV film in 3 minutes to be uploaded. Please include excerpts of actual content and other support in the film only including print jpegs etc.

You must accompany an uploaded copy of Presentation Note.

**Your Presentation Note 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
(NO PHYSICAL ENTRY)**

RED ABBY

**Print files in JPEG, Films in mp4 format and Radio in MP3 format for online submission. Maximum file size for film (not more than 3 minutes) or radio (not more than 2 minutes) should not exceed 100 MB.
(NO PHYSICAL ENTRY)**

NATIONAL GEOGRAPHIC GREEN AWARD

Videos 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.

Any size larger than this will be DISQUALIFIED. (NO PHYSICAL ENTRY)

YOUNG ABBY

Print files in JPEG and Films in mp4 format for online submission. Maximum file size for film (not more than

**3 minutes) or radio (not more than 2 minutes) should not exceed 100 MB.
(NO PHYSICAL ENTRY)**

RULES ON MATERIAL :

- If your entry is not in English, please **attach and upload** an English translation as an integral part of the entry.
- For all the entries uploaded online please submit the online entry form authorized by the entrant representative in the physical form.
- **The entries for the Still Print, Still Digital, Still Craft, Out Of Home, Ambient Media / Activation, Direct and Design Verticals should be uploaded Online and also submitted in the physical form.**
- You must not refer to the name **or logo** of your agency or any contributing creative companies on the Presentation Board. This can disqualify your entry.
- Entrants not submitting work in prescribed form will run the risk of disqualification by AGC.
- ***For the purpose of judging impartiality, there must be no agency branding anywhere on your entry materials, with the exception of self-promotion or corporate communications, nor any reference to anyone who has contributed to the entry.***
- Download the entry form from www.theadvertisingclub.net or www.aaaindia.org or www.goafest.com for printing at your end.

DO NOT STICK THE ENTRY FORM ON THE ENTRY.

FEES

- The entry fee is **Rs.9500/- plus 18% GST i.e. Rs.11210/-** per piece.
The entry fee for the categories – Integrated i.e. from 1G to 8G, 9k. Best Integrated Design Campaign, 12f.Direct Campaign, 13Da. Integrated Campaign led by PR, 14h. Best integrated entertainment content campaign is **Rs.14,000/- plus 18% GST i.e. 16520/-**.
- **For the category Red Abby there is no entry fees.**
 - **For South Asian Countries: 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)**

HOW TO UPLOAD ENTIRES ONLINE AT GOAFEST CREATIVE ABBYS 2020

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

SUBMISSIONS

- (A) Last date for receipt of entries : **Monday, 17th February, 2020.**
- (B) Closing time for receipt of entries: 5:00 pm.
- (C) **Send your entries 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 : +91-22-23813034, +91-22-23810213, +91-22-23894091

PAYMENT

- (A) Payments should be made by Demand Draft payable at par at Mumbai in favour of **The Advertising Club Bombay A/c Abbys.**

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**

(B) All payments must be accompanied by the Control Sheet which is a summary of entries submitted by agencies duly filled in signed by the agency representative along with the Invoice Copy and payment details. CONTROL SHEET IS A MUST. ANY SUBMISSION WITH OUT CONTROL SHEET WILL BE TREATED AS INCOMPLETE.

- (C) Entries must reach us without our having to pay for freight, customs duty etc. Entries which require payment of freight or customs duty will not be accepted.
- (D) There shall be no refunds for any reason, even for DISQUALIFIED entries.
- (E) Entries with no or inadequate payment will not be accepted.