



## **CREATIVE, PUBLISHER & BROADCASTER ABBY AWARDS @GOAFEST: 2022**

It's different. Abby 2022 has undergone a lot of changes basis feedback from the creative fraternity. Abby is celebrating creative excellence for brands. And in a focused manner.

And the ABBY SOUTH ASIA 2022 AT GOAFEST is round the corner.

But this year promises to be different. We propose to go back to the basics, to renew and refresh the sheen around the ABBYs. To enhance the pride of winning an ABBY Award.

ABBY's, South Asia's preeminent awards for Creativity, Media and Communication will be super special this year as we joins hands with The One Show, the world's most prestigious award program in advertising, design and digital marketing, hereby sharing the stage with other global and regional award platforms. The association creates a new gold standard in recognizing and awarding the region's best creativity by bringing global standards of judging, jury selection and transparency to the already revered and established Indian Awards brand.

The Abby Awards powered by The One Show, promises to not just bring back excitement for the entire communication industry, but also global recognition as the awards moves into being the unquestionable numero uno platform in the region for inspiring creativity across marketing, advertising and media.

### **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. Brand Activation & Promotion Agency of the Year**
- 7. PR Specialist Agency of the Year**
- 8. Branded Content & Entertainment Specialist Agency of the Year**
- 9. Video Craft Specialist of the Year**
- 10. Broadcaster of the Year**
- 11. Publisher 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](http://www.theadvertisingclub.net), [www.aaaindia.org](http://www.aaaindia.org), [www.goafest.com](http://www.goafest.com)
- Entries can be uploaded online on [www.abbyawards.com](http://www.abbyawards.com)

- **Submission requires:**
  - Completed Entry Form
  - Corresponding Material
  - Payment
- **Entries for all verticals need to be uploaded online. PLEASE DO NOT SUBMIT ANY PHYSICAL ENTRIES.**
- 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 AdClub Secretariat,  
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**Twitter: [@TheAdClub\\_India](https://twitter.com/TheAdClub_India)**

**Facebook: [/TheAdvertisingClub](https://www.facebook.com/TheAdvertisingClub)**

## **CREATIVE ABBY**

### **CATEGORY 1: STILL PRINT**

**1a. 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.

**1b. 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, head gear, 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, dishwashing 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 product sand any other fast moving consumer goods, etc.

**1c. 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.

**1d. Automotive** - Automotive and related products cars, two-wheelers, trucks, petrol, engine oils, car accessories, car decorations, spares, services related to cars, tyres, etc.

**1e. 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, club sandal products, etc. **Healthcare Services:** Hospital Service, Managed Healthcare, Internet based Health Services.

**1f. Retail** - E-commerce, Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, bookshops, etc.

**1g. 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 station and outdoor publication marketers & others.

**1h. 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 1g – Corporate, Media, Entertainment & Others.

## **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:

- 1i. Copywriting
- 1j. Art Direction
- 1k. Photography
- 1l. Illustration
- 1m. Typography

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

## **CATEGORY 2: STILL DIGITAL**

**2a. 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, con cent rates, soft drinks, water, juices, etc.

**2b. FMCG - Personal Care, Home Care, Healthcare & Others - Toiletries, Cosmetics and Health care:** 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.

**2c. 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 auto motive category.

**2d. Automotive** - Automotive and related products, cars, two-wheelers, trucks, petrol, engine oils, car accessories, car decorations, spares, services related to cars, tyres, etc.

**2e. 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, pilgrim mage sites, clubs and allied products, etc. **Health care Services:** Hospital Service, Managed Healthcare, Internet based Health Services.

**2f. Retail** - E-commerce, Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, bookshops, etc.

**2g. 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.

**2h. 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 2g - Corporate, Media, Entertainment & Others.

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### **CATEGORY 3: AUDIO-VISUAL TV / CINEMA**

**3a. 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.

**3b. FMCG - Personal Care, Home Care, Healthcare & Others - Toiletries, Cosmetics and Health care:** 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, dishwashing 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.

**3c. Consumer Durables - Household and Business Appliances:** White goods, entertainment electronics, kitchen and household appliances like TV, radios, video and audio equipment, stereos, home computers, photo copiers, 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.

**3d. Automotive** - Automotive and related products, cars, two-wheelers, trucks, petrol, engine oils, car accessories, car decorations, spares, services related to cars, tyres, etc.

**3e. 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, pilgrim age sites, clubs and allied products, etc. **Health care Services:** Hospital Service, Managed Healthcare, Internet based Health Services.

**3f. Retail** - E-commerce, Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, bookshops, etc.

**3g. 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.

**3h. 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 3g - Corporate, Media, Entertainment & Others.

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#### **CATEGORY 4: AUDIO-VISUAL DIGITAL**

**4a. 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.

**4b. FMCG - Personal Care, Home Care, Healthcare & Others - Toiletries, Cosmetics and Health care:** 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.

**4c. Consumer Durables - Household and Business Appliances:** White goods, entertainment electronics, kitchen and household appliances like TV, radios, video and audio equipment, stereos, home computers, photo copiers, cookers, ovens, toasters, irons, microwaves, mixer grinders, type writers, 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.

**4d. Automotive** - Automotive and related products, cars, two-wheelers, trucks, petrol, engine oils, car accessories, car decorations, spares, services related to cars, tyres, etc.

**4e. 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, pilgrim age sites, clubs and allied products, etc. **Healthcare Services:** Hospital Service, Managed Healthcare, Internet based Health Services.

**4f. Retail** - E-commerce, Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, bookshops, etc.

**4g. 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.

**4h. 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 4g - Corporate, Media, Entertainment & Others.

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## **CATEGORY 5: RADIO**

**5a. 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.

**5b. 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, head gear, 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.

**5c. 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, micro waves, 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.

**5d. Automotive** - Automotive and related products, cars, two-wheelers, trucks, petrol, engine oils, car accessories, car decorations, spares, services related to cars, tyres, etc.

**5e. 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, pilgrim age sites, clubs and allied products, etc. **Health care Services:** Hospital Service, Managed Healthcare, Interne based Health Services.

**5f. Retail** - E-commerce, Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, bookshops, etc.

**5g. 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.

**5h. 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 5g - Corporate, Media, Entertainment & Others.

## **RADIO CRAFT**

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

5i. Writing

5j. Music

5k. Voice

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## **CATEGORY 6: OUT OF HOME / AMBIENT MEDIA**

**6a. 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.

**6b. 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.

**6c. 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, type writers, 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.

**6d. Automotive** - Automotive and related products, cars, two-wheelers, trucks, petrol,

engine oils, car accessories, car decorations, spares, services related to cars, tyres, etc.

**6e. 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, pilgrim age sites, clubs and allied products, etc. **Health care Services:** Hospital Service, Managed Health care, Internet based Health Services.

**6f. Retail** - E-commerce, Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, bookshops, etc.

**6g. 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.

**6h. 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 6g - Corporate, Media, Entertainment & Others.

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## **CATEGORY 7: INTEGRATED**

**7a. 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.

**7b. FMCG - Personal Care, Home Care, Healthcare & Others - Toiletries, Cosmetics and Health care:** 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.

**7c. 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.

**7d. Automotive** – Automotive and related products, cars, two-wheelers, trucks, petrol, engine oils, car accessories, car decorations, spares, services related to cars, tyres, etc.

**7e. 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, pilgrim age sites, clubs and allied products, etc. **Health care Services:** Hospital Service, Managed Healthcare, Internet based Health Services.

**7f. Retail** - E-commerce, Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, bookshops, etc.

**7g. 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.

**7h. 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 7g -Corporate, Media, Entertainment& Others.

**CREATIVE AGENCY OF THE YEAR AWARD: Will be adjudged from the metal tally of the categories Still Print, Still Digital, Audio-Visual TV / Cinema, Audio-Visual Digital, Radio, Out Of Home, Ambient Media & Integrated.**

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## CATEGORY 8: 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.**

8a. Corporate / brand identity: a new brand logo, and its applications or a corporate rebranding scheme, with 3 or more applications including online branding communications if necessary.

8b. Stationery-business cards, letterheads, envelopes, CD covers, etc.

8c. Brochures, Catalogues and Annual Reports

8d. Use of Design in Direct Mail: invitations, greeting cards, announcements

8e. Use of Design in posters: film, event, corporate, traditional poster

8f. Publications, books, diaries, newspapers, magazines

8g. Calendars

8h. Typography Design

8i. Packaging: original design and finished pack

8j. Environment design: for retail spaces, services, workplace, Public Space and Community

8k. Best Integrated Design Campaign using 2 or more Design Sub-Categories (From Categories 8a to 8j only) e.g., packaging and identity

**(For Category 8k the entry fee is Rs.14,000/- plus 18% GST i.e., 16520/-)**

Craft in Design:

8l. Use of Copywriting

8m. Use of Typography

8n. Use of Illustration

8o. Use of Photography

8p. Use of Mixed Media

8q. 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 8a to 8q.**

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## CATEGORY 9: DIGITAL

### 9A. 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, aesthetic 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.

### 9B. 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 initiate vest ha ten courage the community to contribute or collaborate in innovative ways.

- b. **Social Media (Tools/ Applications)** – Digital applications or tools specifically designed for a social platform.

### **9C. 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.

### **9D. 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. a ton-ground/outdoor/off lines paces.
- 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.

### **9E. Search**

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

### **9F. Use of Email**

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

### **9G. 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

### **9H. 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.

### **9I. 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.

### **9J. 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

## **DIGITAL CRAFT**

9k. UI / UX Design (App, Social Media)

9l. Data/ Analytics

9m. Programming

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## **CATEGORY 10: MOBILE**

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

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

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

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

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

**DIGITAL SPECIALIST AGENCY OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories Digital, Digital Craft & Mobile.**

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## **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.com brand experience

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

Includes technological intervention that helps the brand gather, engage and propagate its 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 automobiles how room 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 to11H.**

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### **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
- wraparounds 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 fulfillment 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 (3DPieces)**

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.

**(For Category 12F the entry fee is Rs.14,000/- plus 18% GST i.e., 16520/-)**

## **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.

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

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## **CATEGORY 13: BRAND ACTIVATION & PROMOTION**

**13a. 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.

**13b. 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, head gear, 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, dishwashing 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 product sand any other fast moving consumer goods, etc.

**13c. 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.

**13d. Automotive** - Automotive and related products cars, two-wheelers, trucks, petrol, engine oils, car accessories, card eco rations, spares, services related to cars, tyres, etc.

**13e. 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, pilgrim age sites, club sandal lied products, etc. **Healthcare Services:** Hospital Service, Managed Healthcare, Internet based Health Services.

**13f. Retail** - E-commerce, Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, bookshops, etc.

**13g. 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 station sand outdoor publication marketers & others.

**13h. 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 13g – Corporate, Media, Entertainment & Others.

**BRAND ACTIVATION & PROMOTIONS PECIALIST AGENCY OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories 13a to 13h.**

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## **CATEGORY 14: 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**

#### **14Aa. 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.

#### **14Ab. 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.

#### **14Ac. 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.

#### **14Ad. 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.

#### **14Ae. IT Services**

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

### **B. PRACTICES & SPECIALITIES**

#### **14Ba. 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.

#### **14Bb. 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.

#### **14Bc. 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.

#### **14Bd. 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.

#### **14Be. 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 environment and social well-being.

#### **14Bf. Events & Experiential**

Involves PR campaigns that use a live event or stunt to meet their objectives. It may include a tradeshow, 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**

#### **14Ca. 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**

#### **14Da. 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 14Da the entry fee is Rs.14,000/- plus 18% GST i.e., 16520/-)*

**PUBLIC RELATIONS SPECIALIST AGENCY OF THE YEAR AWARD: Will be adjudged from the**

metal tally from the categories 14Aa to 14Da.

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## **CATEGORY 15: 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.

**15a. 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.**

**15b. 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.**

**15c. 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.**

**15d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.**

**15e. Best use of integration of user generated content.**

**15f. 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.**

**15g. Best use or integration of offline media such as print, out of home, etc.**

**15h. Best integrated entertainment content campaign which uses more than 2 media.  
(For Category 15h the entry fee is Rs.14,000/- plus 18% GST i.e., 16520/-)**

**BRANDED CONTENT & ENTERTAINMENT SPECIALIST AGENCY OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories 15a to 15h.**

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## **CATEGORY 16: 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:

- 16a. Direction
- 16b. Editing
- 16c. Animation
- 16d. Cinematography
- 16e. Music
- 16f. Special Effects
- 16g. Sound Design
- 16h. Casting

**VIDEO CRAFT SPECIALIST OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories 16a to 16h.**

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## **CATEGORY 17: RED ABBY**

Mental health is a fundamental part to living a healthy and fulfilled life. The unprecedented times we've been through since the beginning of the pandemic have intensified our daily stress in our industry. Increased screen time, creating a blurred line between work and personal life, serving clients remotely, adapting quickly to new challenges.

This has added strain on mental health. Mental health is not just about illnesses but is about the overall health and wellbeing.

Employee well-being has become a critical priority for every major corporate around the world.

The brief:

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

Objective: Sensitize corporate to take initiatives in raising need for mental well-being and health of employees.

Audience: National (Hindi or English)

Material for judging: Script/Storyboard for film and digital. Rough designs (mounted) with copy, for Print and Outdoor.

The award is open to any individual or dup or a company.

The winners will be flown to Goa and honored on the Goafest stage in May 2022 with a special Red ABBY award.

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## **CATEGORY 18: GREEN AWARD**

The theme for the Green Abby 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 any company.

The medium can be Print, TV, Radio, Digital, or any other medium.

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### **CATEGORY 19: YOUNG ABBY AWARDS**

If you are a dynamic young duo (one art and one copy creative person, below or 30 years old as on February 28, 2022) and keen to win a prestigious Young Abby Award, create a unique idea that covers the subject outlined below.

The advertising and the marketing industry around the world are fast evolving on the back of digital. In recent times, Metaverse and NFTs are bringing a paradigm shift in brand strategy and how campaigns are designed. Many companies are diving headfirst into the Metaverse, which now includes AR, VR, MR among others.

It has become even more alluring to brands as it merges the best of the physical and digital world to impact the way people work, play, learn, socialize, shop, and communicate.

Please create an idea or a campaign that dramatizes the shift from the real world to the interface between the real and virtual world in which immersive experiences hold the audience in awe. The power of the idea and its relevance to a brand is key and it must demonstrate the use of this new trend. It is not important to back your idea with execution if it costs money and needs time. If you have created an idea that meets this brief and have executed, it in the period of this Award you are welcome to enter it.

This is an individual award designed to encourage the young creative professional, but the work has to be certified as original work done by the entrant in the period of this year's 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 maybe.

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### **CATEGORY 20: DIVERSITY EQUALITY & INCLUSION**

Stereotypes permeate our everyday lives and, when left unchallenged, lead to deeply rooted societal inequalities.

Advertisers have a responsibility to produce un-stereotyped content that portrays all individuals as authentic, multi-dimensional, progressive, and empowered.

Diversity, Equality & Inclusion in this context refers to representation of gender, race, class, age, ability, ethnicity, religion, sexuality, language, education, etc. in advertising and using advertising as a force for good to drive positive change and addressing harmful masculinities to help create a equal world.

DE&I is much about the mindset. From portraying fixed gender roles, beauty and relationship standards, falsehoods in depiction not only leave a superficial and limited impact but also can be extremely harmful in the way they shape biases and condition society as a whole.

DE&I is the newest category being introduced in Creative Abby at Goafest this year.

This special category of award recognizes the creative work which caters to the aspects listed below

1. Ads which portray diversity; inclusion in terms of gender, race, class, age, ability, ethnicity, religion, sexuality, language, education, etc.
2. Ads which break gender stereotypes and showcase progressive or positive gender portrayals
3. Ads which influence in shaping the gender perceptions; attitudes, including that of young boys and girls.

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#### **CATEGORY 21: BROADCASTER ABBY**

- 21a. Best launch of a TV channel
- 21b. Best launch of a TV program using multi-media
- 21c. Best TV reality show promo
- 21d. Best TV fiction promo
- 21e. Best TV comedy show promo
- 21f. Best TV kids program promo
- 21g. Best TV news channel promo
- 21h. Best TV sports channel program promo
- 21i. Best movie promo by a TV channel
- 21j. Best TV program for Cause related Marketing
- 21k. Best regional TV program promo (other than Hindi and English)
- 21l. Best regional language channel launch (other than Hindi and English)
- 21m. Best original music score for a TV Program.

**BROADCASTER OF THE YEAR AWARD: Will be adjudged from the metal tally of 21a to 21m categories mentioned above.**

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#### **CATEGORY 22: PUBLISHER ABBY**

##### **22a. Best marketing of a printed newspaper / edition**

Covers all full-size daily newspapers- Broadsheet, Tabloids, (does not include Supplement marketing), with INS membership / accreditation

##### **22b. 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)

##### **22c. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space**

Covers all daily newspapers and magazines with frequency up to 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



**22d. Best client-brand activation or display advertising innovation by a publisher**

Covers all daily newspapers and magazines with frequency up to monthly, for any brand that is covered in AdEx, for which a Commercial \*(not promotional/ experimental) RO was placed by an INS accredited agency

**22e. Best use of Native or Branded Content for client brand-marketing by a publisher**

Covers all daily newspapers and magazines with frequency up to monthly, for any brand that is covered in AdEx, for which a Commercial \*(not promotional/ experimental) RO was placed by an INS accredited agency

**22f. Best Digital Publication Advertising & marketing by a publisher via Web/App/Social**

Covers all daily newspapers and magazines with frequency up to 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)

**22g. 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 22a to 22g categories mentioned above.**

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## **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 & Integrated, Design, Digital Mobile, Technology, Direct, Brand Activation & Promotion, Public Relations, Branded Content & Entertainment, Red Abby, Green Award, Young Abby, Craft Categories, Broadcaster and Publisher.

The last date for acceptance of the entries ONLINE is **FRIDAY, 25TH MARCH, 2022.**

(A) All the work submitted should:

a) Have been released for the first time **between 1<sup>st</sup> March, 2019 and not later than 28<sup>th</sup> February, 2022.**

- 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. **CLIENT AUTHORIZATION IS A MUST.**
- Not have been created/ released mainly for entering the Abby Awards 2022.
- 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 e.g., 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.**

(B) 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.

(C) 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.

(D) 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.

(E) Creative work entered must have been conceived and its 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.

(F) 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.

(G) Incomplete/incorrect entry forms are liable to get disqualified and no refund will be provided.

(H) Entries can be entered in more than one category or subcategory.

(I) Entries must be accompanied by a total list from the Agency or company entering.

(J) **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.

(K) 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.

(L) 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.

(M) Only entered work will be judged.

(N) A single piece of Entry can be entered in more than one category unless otherwise specified in a sub-category.

**(O) All entries need to have their form uploaded online for each and every category as also the corresponding creative material.**

(P) Work entered in previous year cannot be re-entered unless a significantly different version is created a new.

(Q) 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.

(R) The organizers may refuse entries which offend national or religious sentiments, or public taste.

**Gold winners of Categories STILL PRINT, STILL DIGITAL, AUDIO-VISUAL TV/CINEMA, AUDIO VISUAL DIGITAL, RADIO, OUT OF HOME / AMBIENT MEDIA, BRAND ACTIVATION AND PROMOTION, 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 13 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  |
| ■ GRANDPRIX | : 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 10 MB.  
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.

Please upload 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:**

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 100 MB.

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/site on a phone.

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

You are requested to take a printout 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 100 MB.

For all entries, you must upload 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. Subcategory, c. Entry Details, d. Objective of entered work, e. Creative Solution, f. Results

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.

#### **DESIGN:**

Design entries uploaded must be in jpeg format. File size should not be more than 10 MB. Videos uploaded must be in mp4 format (not more than 3 minutes). File size should not be more than 100 MB.

Your Presentation Board must touch upon and explain the following points: a. Category, b. Subcategory, c. Entry Details, d. Objective of entered work, e. Creative Solution, f. Results

For large sized executions like environmental and retail design, please upload high-res visual images

#### **BRAND ACTIVATION & PROMOTION:**

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

All entries must be uploaded preferably with a Case Study AV film of not more than 3 minutes and a presentation note.

Your Presentation Note must touch upon and explain the following points: a. Category, b. Subcategory, 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.

#### **PUBLIC RELATIONS:**

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

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 (NOPHYSICAL ENTRY)

#### **BRANDED CONTENT & ENTERTAINMENT:**

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

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. Subcategory, c. Entry Details, d. Objective of entered work, e. Creative Solution, f. Results**

**(NOPHYSICAL 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 3minutes) or radio (not more than 2 minutes) should not exceed 100MB.

(NOPHYSICAL ENTRY)

**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.

(NOPHYSICAL ENTRY)

**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. Subcategory
  - 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. Subcategory

- 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.**

#### **RULES ON MATERIAL:**

- If your entry is not in English, please **attach and upload** an English translation as an integral part of the entry.
- 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](http://www.theadvertisingclub.net) or [www.aaaindia.org](http://www.aaaindia.org) or [www.goafest.com](http://www.goafest.com) for printing at your end.

#### **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 7a to 7h, 8k. Best Integrated Design Campaign, 12f. Direct Campaign, 14Da. Integrated Campaign led by PR, 15h. 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). ONLINE PAYMENTS ARE MANDATORY FOR INTERNATIONAL PAYMENTS.



## **HOW TO UPLOAD ENTIRES ONLINE AT GOAFEST CREATIVE ABBYS 2022**

Kindly follow the below mentioned instructions, so as to enable you to upload your entries for GoaFest Creative Abbys 2022.

### **How to Login**

1. You will have to register first using the website address given by us i.e., [www.abbyawards.com](http://www.abbyawards.com)
2. You can register by yourself and enter the work but ensure the registration data is completed.
3. Please refer to the Help option for any assistance 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. AV films should be in MP4 format up to a maximum of 100 mb, Radio spot in mp3 format and print entries in jpeg format up to a maximum f 10mb

### **SUBMISSIONS**

Last date for receipt of entries: **Friday, 25th March, 2022**

### **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)**

|                             |   |
|-----------------------------|---|
| <b>Bank Name</b>            | <b>ICICI Bank</b>   |
| <b>Account Type</b>         | <b>Saving Account</b>   |
| <b>Branch &amp; Address</b> | <b>Opera House Branch.396/410 Shamilha Terrace,<br/>Lamington Road, Opera House,<br/>Mumbai400 004.</b> |
| <b>RTGS/NEFT IFSE Code</b>  | <b>ICIC000348</b>   |
| <b>Account Name</b>         | <b>The Advertising Club Bombay A/c ABBYS</b>  |
| <b>Account No.</b>          | <b>034801004460</b>   |
| <b>MICR</b>                 | <b>400229044</b>  |

**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's 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 to mathew@theadclub.in with a copy to abbys@theadclub.in There will be no refunds for any reason.

- **Exclusively for Technical support only, please email to abbys@theadclub.in or call us on +91-7207160365, +91-9010811223**
- **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) There shall be no refunds for any reason, even for DISQUALIFIED entries.

(C) Entries with no or inadequate payment will not be accepted.