

THE ADVERTISING CLUB'S  
**EMVIES**  
— **2025** —  
**THE 25<sup>th</sup> YEAR OF EMVIES**

Submit your entries at [www.emviesawards.com](http://www.emviesawards.com)

## It is time for the EMVIES again!

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

EMVIES 2025 will retain the best practices of the past years. And as usual, we will have a few firsts this year.

### What is new at EMVIES 2025?

- Rationalisation of Best Media Innovation – Digital to Performance, Social media, Display, Video, Voice
- Recrafting Best Media Innovation - Branded Content into
  - Branded Content that leverages existing content
  - Branded Content focused on creating original content
- Introduction of three new categories
  - Best Media Innovation – Moment Marketing
  - Best Media Innovation - Use of Local Language / Regional Media (excluding Hindi / English) with 5 sub-categories: Television, Print, Radio, Digital & Cinema
  - Best Media Innovation - Sports marketing with 2 sub-categories: Cricket & Non-cricket
- Expansion of Emvie for Responsible Advertising to include Sustainability

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

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

EMVIES 2025 will reward the work done during the period **1st October, 2023 to 30th September, 2024 (12 Months)**.

To choose the winners, there will be a two-stage judging process as usual, which will focus on rewarding work that meets the following criteria: Strategic challenge & Objectives, the Originality & Uniqueness of the Solution, Bringing the Solution to Life and Impact on Client's Business. Round I will be judged by Senior Media Agency professionals, Media Heads at Clients end & Marketers. Round II (Case Study Presentation) will be judged by Senior Marketing and Creative Agency professionals. There will be Gold, Silver and Bronze awards given in each category.

Do read on for more details about the EMVIES 2025.

**THIS YEAR MARKS THE SILVER JUBILEE, THE 25<sup>TH</sup> YEAR OF THE EMVIES SO DO AWAIT FOR MORE INTERESTING INITIATIVES AND UPDATES VERY SOON!**

**Punitha Arumugam**  
Chairperson, EMVIES Committee

**Satya Raghavan**  
Co-Chairperson, EMVIES Committee

**Bipin R Pandit**  
Chief Operating Officer

## SECTION 1: CATEGORIES FOR EMVIES 2025

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

1. **Best Media Strategy - Consumer Products - Cosmetics, toiletries, personal hygiene**
2. **Best Media Strategy - Consumer Products - Beverages and drinks**
3. **Best Media Strategy - Consumer Products - Confectionary and food**
4. **Best Media Strategy - Consumer Products - Others** (includes detergents, floor-care products, fabric softeners, Mosquito Repellent, balms etc.)
5. **Best Media Strategy - Consumer Durables - Tech Products** - Smartphones, Laptop, IOT, Apps etc.
6. **Best Media Strategy - Consumer Durables – Other Products** - AC/TV/Fridge/Washing machines etc.
7. **Best Media Strategy - Services** (includes banking, finance, credit cards, telecom, e-commerce, online products and Services, Home Décor, Government, Healthcare etc.)
8. **Best Media Strategy - Media** (includes work done for any Media Owner as a Client)
9. **Best Digital Strategy** (Entries can cover online media strategy only – even if a brand has used offline media, entry in this category should focus solely on the online strategy)
10. **Best Media Innovation: Television**
11. **Best Media Innovation: Print – Dailies & Magazines** (includes daily/weekly/monthly supplements of publications in a daily & magazine format)
12. **Best Media Innovation: Out of Home, Ambient Media & Cinema** (**Out of Home** - Use of traditional formats like hoardings, bus shelters, pole kiosks and all forms of transit advertising) (**Ambient Media** - Use of large scale and small-scale formats that demonstrates best adaptation and use of location or environment. Excludes traditional formats included in Out of Home category. Includes on ground use in multiplexes, movie halls and malls) (**Cinema** - Limited to use "on" cinema screen and "within" movie content. Includes branded film tie ups)
13. **Best Media Innovation – Audio (Radio, Podcasts & Others)**
14. **Best Media Innovation: Digital – Performance (Paid Search / SEO)**
15. **Best Media Innovation: Digital – Social Media**
16. **Best Media Innovation: Digital – Display**
17. **Best Media Innovation: Digital – Video**
18. **Best Media Innovation: Digital – Voice**

**19. Best Media Innovation: Use of E-Com Market Places (like amazon, flipkart, nykaa etc.)**

**20. Best Media Innovation: Use of Connected TVs**

**21. Best Media Innovation: Best Use of Emerging Technology (excluding AI) for a Media Solution**  
(Entries can cover any media – offline or online or both). This applies to campaigns or projects that have best leveraged new & emerging technologies for a media solution (excludes research & analytics which can be submitted under Category 38 to 40). This can also involve partnerships with technology companies.

**22. Best Media Innovation: Best Use of AI for a Media Solution**  
(Entries can cover any media – offline or online or both). This applies to campaigns or projects that have best leveraged AI specifically for a media solution (excludes research & analytics which can be submitted under Category 38 to 40). This can also involve partnerships with technology companies.

**23. Best Media Innovation: Best Use of Influencer Marketing for a brand** (Entries can cover any media – offline or online or both)

**24. Best Media Innovation: Events / Experiential Marketing** (Entries to be limited to bespoke solutions that were conceptualized, organized & executed specifically for a brand)

**25. Best Media Innovation: Direct Marketing**

**NOTE: Entries in below Categories 26 & 27: Best Media Innovation: Branded Content** - Entries can cover any media – offline or online or both. Refers to promotion of a brand's value and positioning by going beyond traditional advertising options and utilizing the generation of content. Includes advertiser funded programs and original content creation.

Work in these categories will be judged on how successfully the placement of the content was used to engage with the consumers and deliver measurable results. Please note that the entries in these categories will be judged on the role of media in creating, leveraging, and amplifying the content.)

**26. Best Media Innovation: Branded Content that leverages EXISTING CONTENT** across any media – online or offline or both

**27. Best Media Innovation: Branded Content focused on CREATING ORIGINAL CONTENT** across any media – online or offline or both

**28. Best Media Innovation: Rural Activation**

Any activity targeting the Rural market consumer. It includes non-traditional media, on ground activation, as far it's meant to promote the product in Rural market only. Many brands are promoting themselves specifically in rural market. Though mass media reaches lot of large rural markets, lot of brands conduct activity that local, engaging and meant to reach to rural masses in their own language and tone. Lot of them work and do show traction in mind measures and sales. Besides the traditional media this media needs to be captured and rewarded.

**29. Best Media Innovation: Sponsorships**

Entries can cover any media – offline or online or both. Covers best use of sponsorships of advertising options like a reality TV show or serials, one-off Integrations of a product within online or offline

content, regular radio programs, regular publication columns, online sites, live events, and platforms etc.

**30. Best Media Innovation: Moment Marketing**

Entries should celebrate brands that have leveraged an iconic or powerful moment by saying, doing or supporting something that immediately put all eyes on them and got the world talking about them. Such moments could be experiences created by the brand, an opinion voiced, a cause supported, an action taken etc. Entries can cover online media or offline media or both

**NOTE - Best Media Innovation: Use of Local Language/ Regional Media:**

Covers best use of regional media (any language media excluding Hindi / English media). Entries can cover online media or offline media or both

**31. Best Media Innovation: Use of Local Language/ Regional Media - Television**

**32. Best Media Innovation: Use of Local Language/ Regional Media - Print**

**33. Best Media Innovation: Use of Local Language/ Regional Media - Radio**

**34. Best Media Innovation: Use of Local Language/ Regional Media - Digital**

**35. Best Media Innovation: Use of Local Language/ Regional Media - Cinema**

**NOTE - Best Media Innovation - Sports Marketing:** This category celebrates exceptional campaigns that have utilized sports as an effective platform for brand promotion. It recognizes efforts that have deployed innovative advertising strategies and campaigns using sports events and/or tournaments to engage audiences and achieve marketing goals. The focus is on the effective use of sports across platforms whether On Ground, or on any media platform – online/offline/both, to enhance brand visibility and impact.

**36. Best Media Innovation - Sports Marketing using Cricket**

**37. Best Media Innovation - Sports Marketing using Non-Cricket**

**38. Best Media Research / Analytics using proprietary data** (includes primary research and proprietary client data)

**39. Best Media Research / Analytics using existing data** (covers use of data bases like TAM, BARC, IRS, TGI, publisher data etc.)

**40. Best Media Research / Analytics using First Party Data / Data Platforms / Data Technology** (leveraging existing or progressive technologies for driving insights or business. Strategic collaborations with analytics / technology providers will be considered.)

**NOTE: Entries in below Categories 41 to 48 on Best Integrated Campaign:** An award for the Best Integrated Campaign with a minimum of 3 (three) media vehicles. (e.g. TV / Print / Radio / Search / Video / Social / Display / Mobile / OOH / others)

**41. Best Integrated Campaign: Consumer Products - Cosmetics, toiletries, personal hygiene**

**42. Best Integrated Campaign: Consumer Products - Beverages and drinks**

- 43. **Best Integrated Campaign: Consumer Products - Confectionary and food**
- 44. **Best Integrated Campaign: Consumer Products - Others** (includes detergents, floor-care products, fabric softeners, Mosquito Repellant, balms etc.)
- 45. **Best Integrated Campaign - Consumer Durables - Tech Products** - Smartphones, Laptop, IOT, Apps etc.
- 46. **Best Integrated Campaign - Consumer Durables – Other Products** - AC / TV / Fridge / Washing machines etc.
- 47. **Best Integrated Campaign: Services** (includes banking, finance, credit cards, telecom, e-commerce, online products and Services, Home Décor, Government, Healthcare etc.)
- 48. **Best Integrated Campaign: Media** (includes work done for any Media Owner as a Client)

49. **EMVIE for Diversity Equality & Inclusion (DE&I):**

There has been much work done in the areas of diversity, equality and inclusion when it comes to corporate policies regarding recruitment. However, for a society to truly imbibe the true values and purpose of DE&I, we believe that brands also have a role to play to spread this among the public at large.

We would like to recognize and reward brands that have taken on the duty to spread a culture of DE&I. This award category will include campaigns that have used brands as a force for good to drive positive change and address human biases to help create an equal world.

To be eligible, your campaign must be centred around the following:

1. Campaigns that portray DE&I in terms of gender, race, class, age, differently abled, ethnicity, religion, sexuality, language, education, etc.
2. Campaigns that break gender stereotypes and showcase progressive or positive DE&I portrayals
3. Campaigns that influence in shaping DE&I perceptions and attitudes among their target audience

- 50. **Best Ongoing Media Campaign:** The campaign should have run for a minimum period of 2 (two) years. It should be outstanding work that has consistency and continuity. The work should be from the same agency for all the years entered in.
- 51. **EMVIE for Responsible Advertising (covers areas like Privacy / Sustainability):** Applies to campaigns which have been created and executed keeping Privacy of the Consumer or Sustainability at the centre.
- 52. **EMVIE for Good:** EMVIE for Good applies to campaigns with social messages/causes that are done by non-profit organizations, associations, public bodies, government agencies / departments and companies / brands which address a civic, social or environment problem. A campaign done by a commercial organization / brand towards a social message / cause will be eligible, as long as the evidence of the campaign's success is skewed more towards the cause rather than building its own commercial / brand / organizational equity.

53. **EMVIE for Best Implementation Team of the Year:** The Team which has surmounted implementation and operational challenges to make an innovation come alive. The Jury in Stage II will determine conferring this award from the shortlisted entries in Category 10-37 on Best Media Innovation.

54. **EMVIE for Best Media Buying Team of the Year:**

The entries for this category will be limited to the Media Buying Teams of Agencies (max of 5 individuals per entry). The entry should detail at least 3 Buying case studies done for a client or set of clients across any medium -online or offline or both be it Television / Print / Radio / Digital / OOH / Cinema / Content etc. for the said period. The 3 case studies should be distinct and cover the work done in any of the following areas

- Breakthrough low absolute price and steps taken to get it
- Steps taken to beat inflation
- Best at creating a win-win deal for both Advertiser and Media Owner
- Maximum value adds extracted in a deal.
- Redefining buying benchmarks
- Deal management and Implementation steps taken to deliver Media goals and beating Going in Price benchmarks.
- Creating a new buying currency

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

Entry can cover any media. Participating agencies should not be a part of any global agency network / large media independent and should submit proof of billing not exceeding Rs.50 crores during 1st October, 2023 to 30th September, 2024 (12 Months).

56. **Young EMVIE Of The Year:**

Honoring the below 30 years of age Media Professional (not more than 30 (thirty) years as on **30th September, 2024**). She or he should have contributed significantly to a media initiative or media campaign. The entry should detail the work done and the exact role the person played in at least 3 (three) different pieces of work across any of the categories for the period.

The category 'YOUNG EMVIE' which endures its magic amongst the industry's young talent alike yester years; will be introduced with an innovation to present the first three winners with an excellent opportunity to have an exposure and get work profile experience from the best names in the industry like Google, Facebook, Netflix.

57. **EMVIE for Best Media Partner of the Year:**

The Best Media Partner with the highest aggregate score accumulating points of Categories **10-37**. This score will be calculated from the "Key Media Partner" submissions in the Entry Form for Categories **10-37** **Only ONE Media Partner who was the most critical partner for the innovation must be mentioned in the form; if many Media Partners are mentioned, the first one mentioned will be chosen as the default Key Media Partner for that entry** and will be awarded in the following categories:

01. Television
02. Print
03. Cinema / Out of Home / Ambient Media
04. Radio
05. Digital

## **SPECIAL AWARDS:**

### **58. Grand EMVIE:**

The Grand Emvie represents the single best case submitted in a given year. There will likely be something 'breakthrough' about it – whether that be the way a market was re- framed...or an insight that opened new possibilities...or a strategic leap that achieved real standout...or the discovery of a new way to engage with an audience all with the express purpose and proven capability of delivering outstanding effectiveness.

There will be a Grand Jury in place to select the Grand Emvie. Because the Grand Jury is so senior and is expressing its collective opinion, there is, as always, a 'message' that will be sent to the industry about learnings for the way forward.

Please note, not all gold awarded cases may qualify to compete for a Grand.

**The Gold winners from the Categories 1 to 49 will compete for a Grand EMVIE.**

### **59. Best Media Agency of the Year:**

The agency with the highest aggregate score accumulating points of Categories 1 to 52.

### **60. Best Media Client of the Year:**

The client with the highest aggregate score accumulating points of Categories 1 to 52.

## **SECTION 2 : CATEGORYWISE JUDGING CRITERIA AND ENTRY REQUIREMENTS**

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

### **1 to 8: Best Media Strategy (Max 1500 words)**

The entry should cover the following:

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

### **9: Best Digital Strategy (Max 1500 words)**

The entry should cover the following:

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

### **10 to 20, 23 to 37: Best Media Innovation (Max 1000 Words)**

The entry should cover the following:

- The communication goal
- The situation analysis
- The media solution
- The scale of execution



- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?
- The implementation challenges (additional 150 words max over and above the 1000 words mentioned above. This will be used to decide the winner of Category - Best Implementation Team of the Year, in Stage II of judging)

**21 & 22: Best Media Innovation: Best Use of Emerging Technology (excluding AI) for a Media Solution & Best Media Innovation : Best Use of AI for a Media Solution (Max 1500 words)**

The entry should cover the following:

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

**38 to 40: Best Media Research / Analytics (Max 1500 words)**

The entry should cover the following:

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

**41 to 48: Best Integrated Campaign (Max 1500 words)**

The entry should cover the following:

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

**49: EMVIE for Diversity Equality & Inclusion (DE&I) (Max 1500 words)**

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The category/consumer insight
- The media solution- specifically outlining the strategic media choices made with rationale & the digital media channels (Search, YouTube etc.) & Digital media innovations (Creator partnerships, Digital tech etc.) adopted
- The result in terms of media metrics (e.g., digital media platform specific metrics) & Business ROI and delivery against the defined objective

**50: Best Ongoing Media Campaign (Max 1500 words)**

The entry should cover the following:

- The marketing objective
- The target audience

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

**51: EMVIE for Responsible Advertising (covers areas like Privacy / Sustainability) (Max 1500 words)**

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The category/consumer insight
- The media solution- should specifically outline the privacy / sustainability preserving strategies used as part of the solution
- The result in terms of ROI and delivery against the defined objective

**52: EMVIE for Good (Max 1000 words)**

The entry should cover the following:

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

**53: EMVIE for Best Implementation Team of the Year  
SUBMISSION OF ENTRIES IS NOT REQUIRED.**

**54: EMVIE for Best Media Buying Team of the Year (Max 1500 words) :**

The entry should cover the following for each of the 3 (minimum) case studies submitted:

- The media buying objective
- The situation analysis
- The media buying insight
- The media buying solution- specifically outlining the strategic decision made with rationale
- The width and depth of execution
- The result in terms of ROI and delivery against the defined objective (Please note that the result needs to be as specific as possible with actuals/benchmark/indexing, to enable the jury to duly evaluate each entry given that the nature of this category is about media buying)

**55: Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing  
(Max 1000 Words)**

The entry should cover the following:

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

**56: Young EMVIE Of The Year (Max 1500 words)**

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

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

**57: EMVIE for Best Media Partner of the Year  
SUBMISSION OF ENTRIES IS NOT REQUIRED.**

**SECTION 3: CATEGORY CODE, MATERIAL REQUIRED AND ENTRY FEES**

Category	Category Code	Material Required (Case Study & relevant material) For all categories a Case Study is a must.	Entry Fee inclusive of 18% GST
Best Media Strategy: Consumer Products - Cosmetics, toiletries, personal hygiene	1	Only Case Study	Rs.18750/-
Best Media Strategy: Consumer Products - Beverages and drinks	2	Only Case Study	Rs.18750/-
Best Media Strategy: Consumer Products - Confectionary and food	3	Only Case Study	Rs.18750/-
Best Media Strategy: Consumer Products – Others	4	Only Case Study	Rs.18750/-
Best Media Strategy: Consumer Durables – Tech Products	5	Only Case Study	Rs.18750/-
Best Media Strategy: Consumer Durables – Other Products	6	Only Case Study	Rs.18750/-
Best Media Strategy: Services	7	Only Case Study	Rs.18750/-
Best Media Strategy: Media	8	Only Case Study	Rs.18750/-
Best Digital Strategy	9	Only Case Study	Rs.18750/-
Best Media Innovation: Television	10	Proof of Work (static/print or Video Format: limit 90 seconds)	Rs.16750/-
Best Media Innovation: Print – Dailies & Magazines	11	Proof of Work (static/print or Video Format: limit 90 seconds)	Rs.16750/-
Best Media Innovation: Out of Home, Ambient Media & Cinema	12	Proof of Work (static/print or Video Format: limit 90 seconds)	Rs.16750/-
Best Media Innovation: Audio (Radio, Podcasts & Others)	13	MP3 Format containing not more than 3 spots: limit 90 seconds per radio spot	Rs.16750/-
Best Media Innovation: Digital – Performance (Paid Search / SEO)	14	Proof of Work (static/print or Video Format: limit 90 seconds)	Rs.16750/-

Best Media Innovation: Digital – Social Media	15	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Digital – Display	16	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Digital – Video	17	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Digital – Voice	18	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Use of E-Com Market Places	19	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Use of Connected TVs	20	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Best Use of Emerging Technology excluding AI for a Media Solution	21	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Best Use of AI for a Media Solution	22	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Best Use of Influencer Marketing for a brand	23	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Events / Experiential Marketing	24	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Direct Marketing	25	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Branded Content leveraging existing content	26	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Branded Content focused on creating original content	27	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Rural Activation	28	Proof of Work (Snapshots of Videos / pictures of the activity restricted to 3 mins)	<b>Rs.16750/-</b>
Best Media Innovation: Sponsorships	29	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Moment Marketing	30	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>

Best Media Innovation: Use of Local Language / Regional Media - Television	31	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Use of Local Language / Regional Media - Print	32	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Use of Local Language / Regional Media - Radio	33	MP3 Format containing not more than 3 spots: limit 90 seconds per radio spot	<b>Rs.16750/-</b>
Best Media Innovation: Use of Local Language / Regional Media - Digital	34	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Use of Local Language / Regional Media - Cinema	35	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Sports Marketing with Cricket	36	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Innovation: Sports Marketing with Non-Cricket	37	Proof of Work (static/print or Video Format: limit 90 seconds)	<b>Rs.16750/-</b>
Best Media Research / Analytics using proprietary data	38	Only Case Study	<b>Rs.18750/-</b>
Best Media Research / Analytics using existing data	39	Only Case Study	<b>Rs.18750/-</b>
Best Media Research / Analytics using First Party Data / Data Platforms / Data Technology	40	Only Case Study	<b>Rs.18750/-</b>
Best Integrated Campaign: Consumer Products - Cosmetics, toiletries, personal hygiene	41	Proof of Work (static/print or Video Format or Radio in MP3 format: limit 180 seconds)	<b>Rs.18750/-</b>
Best Integrated Campaign: Consumer Products - Beverages and drinks	42	Proof of Work (static/print or Video Format or Radio in MP3 format: limit 180 seconds)	<b>Rs.18750/-</b>
Best Integrated Campaign: Consumer Products - Confectionary and food	43	Proof of Work (static/print or Video Format or Radio in MP3 format: limit 180 seconds)	<b>Rs.18750/-</b>
Best Integrated Campaign: Consumer Products - Others	44	Proof of Work (static/print or Video Format or Radio in MP3 format: limit 180 seconds)	<b>Rs.18750/-</b>
Best Integrated Campaign: Consumer Durables – Tech Products	45	Proof of Work (static/print or Video Format or Radio in MP3 format: limit 180 seconds)	<b>Rs.18750/-</b>
Best Integrated Campaign: Consumer Durables – Other Products	46	Proof of Work (static/print or Video Format or Radio in MP3 format: limit 180 seconds)	<b>Rs.18750/-</b>
Best Integrated Campaign: Services	47	Proof of Work (static/print or Video Format or Radio in MP3 format: limit 180 seconds)	<b>Rs.18750/-</b>

Best Integrated Campaign: Media	48	Proof of Work (static/print or Video Format or Radio in MP3 format: limit 180 seconds)	Rs.18750/-
EMVIE for Diversity Equality & Inclusion (DE&I)	49	Proof of Work (static/print or Video Format or Radio in MP3 format: limit 180 seconds)	Rs.18750/-
Best Ongoing Media Campaign	50	Proof of Work (static/print or Video Format: limit 180 seconds)	Rs.18750/-
EMVIE for Responsible Advertising (covers areas like Privacy / Sustainability)	51	Proof of Work (static/print or Video Format: limit 90 seconds)	Rs.18750/-
EMVIE for Good	52	Proof of Work (static/print or Video Format: limit 90 seconds)	Rs.18750/-
EMVIE for Best Implementation Team of the Year	53	No additional material nor any additional fee	NA
EMVIE for Best Media Buying Team of the Year	54	Only Case Study in pdf format (NO CREATIVE SUPPORT)	Rs.18750/-
Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing	55	Refer material requirements described in Innovation Categories for relevant media	Rs.2750/-
Young EMVIE Of The Year	56	Proof of Work (static/print or Video Format: limit 180 seconds)	Rs.12750/-
EMVIE for Best Media Partner of the Year	57	No additional material nor any additional fee	NA

Note:

- ❖ The case study is a must for all categories.
- ❖ No submission of separate entries for Categories 53 & 57.
- ❖ Please do not submit Storyboards or Presentation Boards or A/Vs other than Proof of Work
- ❖ For Videos the desired format is mp4, for Static/Print it is JPEG and for Radio it is MP3
- ❖ The Video should not exceed 100 MB and the duration can only be up to 90 seconds or 180 seconds as per applicable category.
- ❖ **Case Study & Proof of Work (Video, Static/Print or any other supporting material) should not mention the agency name or logo**
- ❖ **Do not submit full-fledged Avs for Round 1. Submit only proof of work. i.e. How the innovation appeared on the medium as is. ANY VIOLATION ON THIS FRONT WILL LEAD TO DISQUALIFICATION OF ENTRY**

**SECTION 4: SUBMISSION OF ENTRIES**

1. You will have to register first using the website address given by us i.e., [www.emviesawards.com](http://www.emviesawards.com)

2. Please refer to the Help option for any support required.
3. Kindly note the **Client Authorization is a MUST**, you need to provide the Client Authorization Letter and upload to proceed further and successfully submit the entry.
4. We suggest that name of the Entrant Organization / Agency / Clients should be correctly and carefully entered, and Agencies follow a uniform policy while entering. Please use the same name across all entries without any abbreviation or short forms for agency, client and media owner. **NO CHANGES WILL BE ALLOWED POST SUBMISSION OF THE ENTRY.**
5. If work is done by multiple agencies, the work can be entered as Primary Agency (only one name) & Contributing Agency (up to maximum of two names). The scores will however be allocated only to Primary Agency.
6. **If the Agency/Entrant needs the invoice specific to the Client/Brand, ensure to submit all the entries of the particular Client/Brand together in one go so that invoice will be generated specific to those entries only. All the remaining entries will have different invoice based on the submission.**

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

A self-declaration form will be circulated to all judges. The judges will read, and digitally sign on the system for online judging and for Round 2 the judges will read and sign it.

No jury member can participate in voting / commenting on:

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

#### **SECTION 6: THE JUDGING PROCESS IS DIVIDED INTO TWO STAGES**

##### **Stage I:**

This will have the entries judged by a panel comprising a minimum of 6-member jury. The panel will be eminent members from Media Agencies, Research Agencies and Marketers

##### **Stage II:**

Entries which are short-listed for all categories (except Category No. 53 & 57) in Stage I will go to Stage II. In Stage II, presentations will be made to a panel comprising a minimum of 6-member jury of eminent marketing & creative agency professionals. The shortlisted case studies are sent to each jury member. The Jury members are expected to read the case studies before attending the round of case study presentation. Based on the scores Gold, Silver or Bronze are awarded.

The **Best Media Agency of the Year** award goes to a media agency getting the highest accumulated aggregate score from categories 1 to 52.

The **Best Media Client of the Year** award goes to a client getting the highest accumulated aggregate score from categories 1 to 52.

The **Best Implementation Team of the Year** award goes to the implementation team basis jury scores in Round II of judging for Category 10-37 - “Best Media Innovation”.

## **SECTION 7 : RULES AND REGULATIONS**

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

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

The work entered should have been executed between **1st October, 2023 to 30th September, 2024 (12 Months)**.

**None of the entries should have the name of the entrant, logo, and agency. Even the Video containing the creative should not have the agency logo or the agency name. The entry will be disqualified if this is not followed.**

- a. Entries must be for a genuine client of the agency and as part of the client’s marketing activity in the year **2023-2024** and not created for the purpose of winning an award. Verification of the client and legitimacy of the entry will be done by The Advertising Club.
- b. **An Online Entry Form must be filled in with all the required details. Entry forms not filled in correctly / incompletely are likely to be disqualified. Entries that are not correctly paid for are also liable to be disqualified. No refund is allowed in such cases. Incomplete entries or entries which violate this norm will be disqualified.**
- c. **Once an entry is shortlisted for Round II, all the shortlisted entrants will have the option to produce an A/V, for the final round of presentations.**
- d. Entry fee once submitted will not be refunded regardless of if the entry is withdrawn / disqualified. The Tax Invoice will not be modified / altered at any circumstances.
- e. The decision of the jury will be binding and final on the entrants.
- f. The points for the five categories namely, Best Implementation Team of the Year, Best Media Buying Team of the Year, Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing, Young EMVIE of the Year, Best Media Partner of the Year will not be considered in the computation for Media Agency of the Year or the Media Client of the Year.
- g. Upload Proof of work (Static/Print or Video file) on the portal.



- h. Kindly note that the system generated Proforma Invoice should be sent by mail to **mathew@theadclub.in** and **emvies@theadclub.in** along with the payment details which are in the form of offline payments i.e., cheque / DD / transaction receipt of NEFT / RTGS / Mobile Banking.
- i. The Media Innovation entries should be accompanied by the necessary creative material.
- j. **The name of the entry, the contributors, the client organization and the entrant organization cannot be changed once the entry is submitted to The Advertising Club.**
- k. There can be only one Entrant Organization name in the entry form. However, in the Names of Contributors in the entry form, multiple organization names will be allowed – these organizations should have contributed or collaborated on the submitted entry. Irrespective of the number of contributing organizations, the total names of individual contributors should not cross eight in the entry form.
- l. **Allocation of Points:** Points will be allocated on the basis of Gold, Silver or Bronze. Where an award is shared, points will be allocated equally. Gold will be allocated 15 points. Silver will be allocated 10 points. Bronze will be allocated 5 points.

#### **GRAND EMVIE:**

The points obtained for winning a GRAND EMVIE will be included in the computation of the Best Media Agency of the Year & Best Media Client of the Year. A Grand EMVIE generally goes to an entry that is also a Gold winner in a particular category; hence the marks will be allocated only once i.e. for the Grand EMVIE and not for the Gold. The winning entry will get only one trophy– the Grand EMVIE. A Grand EMVIE gets 20 points.

**Mode of Payment:** Entrants may make online through Gateway System (preferred) or a consolidated payment by cheque, DD (Cheque or DD should be in favour of “THE ADVERTISING CLUB BOMBAY) In the event of NEFT/RTGS/Mobile Banking it is compulsory to send the copy of the Payment Advise or UTR NO. (To be emailed to **emvies@theadclub.in**, **mathew@theadclub.in**) along with system generated invoice copy and the co-ordinates of your Account representative. There will be no refunds for any reason.

**NOTE:** The Adclub had migrated to e-invoicing system in GST portal from August 2023. For the process of issuing e-invoice, you are requested to fill the Entity name, address, and GST Number correctly on the portal while the submission of entries. Once e-invoice IRN has generated in GST portal, alteration or cancellation are not allowed.

**NEFT / RTGS DETAILS:**

<b>Bank Name:</b>	<b>ICICI BANK</b>
<b>Account Name</b>	<b>THE ADVERTISING CLUB BOMBAY</b>
<b>Bank Account No:</b>	<b>034801006181</b>
<b>Account Type:</b>	<b>Saving</b>
<b>Bank Branch:</b>	<b>396/410, Shamitha Terrace, Lamington Road, Opera House, Mumbai - 400004.</b>
<b>IFSC Code:</b>	<b>ICIC0000348 (used for RTGS and NEFT transactions)</b>

**Exclusively for Technical support only, please email to [emvies@theadclub.in](mailto:emvies@theadclub.in)**

**For Process related support, please email to [smitta@theadclub.in](mailto:smitta@theadclub.in), [gopal@theadclub.in](mailto:gopal@theadclub.in)**

**For Accounting / Invoicing support, please email to [mathew@theadclub.in](mailto:mathew@theadclub.in), [ruth@theadclub.in](mailto:ruth@theadclub.in)**

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

**NOTE: THE ENTRY APPLICATION FORM WILL BE A PART OF THE ONLINE SUBMISSION. HENCE YOU ARE REQUESTED TO UPDATE THE ENTRY FORM ONLINE.**

**SECRETARIAT DETAILS:**

The Advertising Club

504, Radhe Vallabh Society, Old Modi Chambers, French Bridge Corner, Opera House, Mumbai 400004.

For any further assistance please contact:

Mathew Samuel (Finance Manager): 9820369410

Smita Khot: 9869022258

Gopal Singh: 9867138115

Ruth Sharma: 9773322150

Technical support: 7207160365

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