

## **ABBY CREATIVE, PUBLISHER & BROADCASTER AWARDS @GOAFEST: 2025**

ABBY Awards 2025 powered by One Show has undergone a lot of changes basis feedback from the creative fraternity. Abby is celebrating creative excellence for brands. And in a focused manner.

ABBY Awards 2025 Powered by One Show at GOAFEST is round the corner.

We propose to go back to the basics, to renew and refresh the sheen around the ABBY Awards. To enhance the pride of winning an ABBY Award.

ABBY Awards , South Asia's preeminent awards for Creativity, Media and Communication joined 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. Mobile Specialist Agency of the Year**
  - 5. Technology Specialist Agency of the Year**
  - 6. Direct Specialist Agency of the Year**
  - 7. Brand Activation & Promotion Agency of the Year**
  - 8. Public Relations Specialist Agency of the Year**
  - 9. Branded Content & Entertainment Specialist Agency of the Year**
  - 10. Health Specialist Agency of the Year**
  - 11. Video Craft Specialist of the Year**
  - 12. Broadcaster of the Year**
  - 13. 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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Email: [adclub@theadclub.in](mailto:adclub@theadclub.in); [abbys@theadclub.in](mailto:abbys@theadclub.in)

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**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, inhalers, nutrition supplements, skin treatments, wellness-related products and services. **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 3 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 eco ratings, 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, pilgrim age sites, club sandal lied 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 sand 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.

#### **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.

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## 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, concentrated 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, inhalers, nutrition supplements, skin treatments, wellness-related products and services. **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 automotive 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, pilgrimage sites, clubs and allied products, etc. **Healthcare 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. Use of Copywriting in any digital form** eg. website, meme, Instagram post, product description, interview, blog. profile etc.

**2h. 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.

**2i. 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.

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### **CATEGORY 3: AUDIO-VISUAL TV, CINEMA, DIGITAL, OTT (Below 1 min duration)**

**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 inhalers, nutrition supplements, skin treatments, wellness-related products and services. **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. **Healthcare 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.

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#### **CATEGORY 4: AUDIO – VISUAL CINEMA, TV, DIGITAL, OTT (1 minute and above)**

**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, inhalers, nutrition supplements, skin treatments, wellness-related products and services. **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, **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.

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## CATEGORY 5: AUDIO

**Radio and Audio content are part of this category.**

**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, inhalers, nutrition supplements, skin treatments, wellness-related products and services. **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, Internet 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.

**5i. Use of Music:** Including original composition, licensed recordings or adapted / altered versions of an existing recording.



**5j. Sound Design:** The process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, 'atmos', etc.

**5k. Script:** Recognizes the ability of script to creatively transform a brand idea or message into an audio context that enhances the experience of the listener and meets the confines of the brief and regional regulations.

\* Scripts should be specific to the audio medium, scripts for film work will not be accepted here unless it ran as standalone audio content.

**5l. Casting & Performance:** Recognises the overall delivery of the script through performance, where voice performance is integral to the success of the spot. This may include tone and pacing, use of accents or impersonation etc.

**5m. Use of Radio or Audio as a Medium:** The innovative or creative use of radio or audio as a medium, with evidence of how it was used in a creative and innovative way to communicate the brand's message.

**5n. Use of Audio Technology:** Forward thinking ideas which directly enhance the experience of the listener. Including, but not limited to, use of apps or mobile / web technology, software development and technology that demonstrates a development in the production process and distribution of audio.

**5o. Voice-Activation:** The innovative application and use of voice platforms and voice activated technologies to create interactive / immersive storytelling that drives engagement and enhances the experience of the listener.

**5p. Branded Content / Podcasts:** Paid-for, sponsored or brand funded content / programming on all audio platforms including radio stations, streaming platforms, podcasts, programme sponsorship, etc. Content that exemplifies the brand message / ethos and enhances the experience of the listener.

\* Please supply a sample audio file of up to 30 minutes.

**5q. Content Placement:** The contextually relevant creation and placement of sponsored messaging within appropriate programming.

**5r. Audio Led Creativity:** The innovative integration of different audio driven elements or channels that complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.

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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.

## 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, inhalers, nutrition supplements, skin treatments, wellness-related products and services. **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.

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## **CATEGORY 8: DIGITAL**

### **8A. Websites / Microsites / Metaverse**

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

**8Aa. Brand Website** – Long term destination that takes into account navigation, layout, usability, aesthetic and content, etc. Multiple entries for the same site in different subcategories is not permitted.

**8Ab. Brand Microsite** – Short term destination to promote a campaign etc. Multiple entries for the same campaign in different sub-categories is not permitted.

**8Ac. Brand Metaverse:** Virtual brand spaces where individuals can create, explore, and interact with one another in real time. Includes marketplaces where users can buy, sell and exchange digital assets like avatars, virtual clothing, NFTs and event tickets within learning, gaming, and other experiences.

**8B. Social Media:** Social engagement should be the primary purpose and not a secondary component in the overall activity.

**8Ba. Social Media (Co-Creation/Crowd sourcing/Community Building)** – Brand initiate and has the courage to encourage the community to contribute or collaborate in innovative ways.

**8Bb. Social Media (Tools/ Applications)** – Digital applications or tools specifically designed for a social platform.

**8Bc. Social Media (Livestreams and Other Real Time Engagements)** - Campaigns that deploy livestreams, or any other means to actively engage the audience in real time)

**8Bd. Integrated Social Media Campaign-** Campaigns that harness various formats and touch points, using either one or more than one social media platform to bring the brand idea and engagement to life. (For Category 8Bd the entry fee is Rs.14,000/- plus 18% GST i.e., 16520/-)

(Note: If only brand videos, meant primarily for consumption on social media are being put up for submission, please enter them under category 8k)

## **8C. Digital Games**

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

**8Ca. Games (Online)** – Games specifically created for use on online platforms including social.

**8Cb. Games (Others)** – Digital games deployed outdoor/offline.

A single (1) or series (2-5) of games that feature the clear use of a brand as integral to online gameplay. Includes PC, console, and other online gaming platforms.

NOTE: The required submission media must showcase the technology.

## **8D. Digital Technology**

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

**8Da. Technology (Utility /Tool)** – Creative use of technology that creates value for the consumer in apps, websites including ecommerce.

**8Db. Technology (Installations)** – Brand engagements utilizing interactive screens etc. at on ground/outdoor/off lines paces.

**8Dc. 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.

**8Dd. Technology (Smart devices/voice assistants)** - Use of smart devices or platforms by the brand to communicate and interact with consumers. Includes wearables, smart speakers, Google Home, Alexa etc.

**8E. Search Innovative approach to Search using paid search, Search Engine Optimization, etc.**

**8F. Use of Email Innovative approach to using or executing mail to achieve brand objectives.**

**8G. 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 platforms, 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

## **8H. Best in Creator/Influencer 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/influencers are specifically those who create content or amplify the brand and campaign message for audiences on the web. Partnerships can range from a single tweet to a long-term association.

## **8I. 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.

## **8J. 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.

### **8K: Online Only Video:**

**8Ka. Online only video (single, 15s)-** A single brand video created specifically to be viewed online up to 15 sec in duration. It can reside on social media, video platforms or any commonly frequented portal.

**8Kb. Online only video (single, 15s to 30s) -** A single brand video created specifically to be viewed online, between 15 to 30 seconds in duration. It can reside on social media, video platforms or any commonly frequented portal.

**8Kc. Online only video (single, 30s to 60s) -** A single brand video created specifically to be viewed online, between 30 to 60 seconds in duration. It can reside on social media, video platforms or any commonly frequented portal.

**8Kd. Online only video (single, above 60s) -** A single brand video created specifically to be viewed online, above 60 seconds in duration. It can reside on social media, video platforms or any commonly frequented portal.

**8Ke. Online only video (Campaign) -** A series of 3 to 5 unique brand videos, with same, or varying durations.

Note: Videos for a brand created specifically to be viewed on mobiles should be entered in mobile category

## **8L. Creative Use of Data**

Showcases how the brand work was enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must be integral to the idea.

## **8M. Use of AI**

The creative use of artificial intelligence to engage or develop a meaningful relationship with a

specific audience or community. The work should demonstrate how true intelligence or machine learning was utilized. The end product will not be judged but the use of AI in arriving at the output will be judged.

## **DIGITAL CRAFT**

**8N. UI / UX Design (App, Social Media)**

**8O. Data/ Analytics**

**8P. Programming**

**8Q. Creative use of Video**

**8R. Creative use of Animation**

**8S. Creative use of Copywriting**

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

**CREATIVE AGENCY OF THE YEAR AWARD:** Will be adjudged from the metal tally of the categories from 1 to 8 e.g. STILL PRINT, STILL DIGITAL, AUDIO-VISUAL TV, Cinema, Digital, OTT (Below 1 min duration), AUDIO – VISUAL TV, Cinema, Digital, OTT (1 min and above), AUDIO, OUT OF HOME (AMBIENT MEDIA), INTEGRATED and DIGITAL.

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## **CATEGORY 9: DESIGN**

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

**9a. Corporate / brand identity:** a new brand logo, and its applications or a corporate rebranding scheme, with 3 or more applications including online branding communications if necessary.

**9b. Stationery**-business cards, letterheads, envelopes, CD covers, etc.

**9c. Brochures, Catalogues and Annual Reports:** Design of printed collateral that showcases conceptual brand communication, good use of typography, illustrations, photography or any other craft to meet the overarching objective of the piece. Entry must be executed/ printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

**9d. Use of Design in Direct Mail:** Event invitations, greeting cards, launch announcements that showcase conceptual communication, good use of typography, illustrations, photography, print or paper craft etc. to meet the overarching objective of the piece. Entry must be executed/ printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

**9e. Use of Design in Posters:** Film, event, corporate, traditional poster. Poster design for the use

of promotion and brand communication. Entry must be executed/ printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

**9f. Publications, books, diaries, newspapers, magazines:** Entries may also include editorial sections and book, or magazine covers that showcase conceptual communication, good use of typography, illustrations, photography, print or paper craft etc. to meet the overarching objective of the piece. Entry must be printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

**9g. Calendars:** including table-top, pocket or wall calendars that showcase a concept that meets the objective of the piece. Entry must be printed and distributed within the eligibility period.

Entry should mention how many copies were printed and geography of distribution.

**9h. Typography Design:** Exceptionally well-crafted typography used for commercial design and communication projects, where the craft brings a creative idea to life includes digital, film, print and environmental work. You may enter font design with at least one in-use example or creative use of type in print, packaging, publications or environments. Entry must be launched within the eligibility period.

**9i. Packaging:** Original & finished packaging that has been created and released to market can be submitted. Entry must be printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

#### **9j. Sustainable Packaging**

#### **9k. NFT Creative artwork**

#### **9l. Design for B2B products and services**

**9m. Environment design:** Design for retail spaces, services, workplace, Public Space and Community spaces can be entered in this category. Clearly mention area covered, location/s of designed space/s and date of launch. Design will be judged based on user-centricity, uniqueness of concept and quality of execution. Submitting actual photographs of the space in use are recommended. Entry must be launched within the eligibility period.

**9n. Best Integrated Design Campaign** using 2 or more Design Sub-Categories (From Categories 9a to 9m only) e.g., packaging and identity (For Category 9n the entry fee is Rs.14,000/- plus 18% GST i.e., 16520/-)

#### **Craft in Design:**

**9o. Use of Copywriting**

**9p. Use of Typography**

**9q. Use of Illustration**

**9r. Use of Photography**

**9s. Use of Mixed Media**

**9t. Use of Product Design-innovative use of design in a product**

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



## **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, geotagging, etc., augmented reality including image recognition (QR codes, barcodes, etc.)

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

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

**10F. Mobile video** - A single or series of videos for a brand created specifically to be viewed on mobiles. Includes vertical video.

**MOBILE SPECIALIST AGENCY OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories of 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 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 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 automobile showroom or the interior of an automobile.

**11Db. Best use of Virtual Reality on Gamification**

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

**11Ea. Best use of Augmented Reality for Brand Experience**

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

**11Eb. Best use of Augmented Reality on Gamification**

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

**11F. Best Creative use of Tech Innovation**

Includes adopting technological innovation to deliver a unique brand experience.

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

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

**11I. Use of AI**

The creative use of artificial intelligence to engage or develop a meaningful relationship with a specific audience or community. The work should demonstrate how true intelligence or machine learning was utilized. The end product will not be judged but the use of AI in arriving at the output will be judged.

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

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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, inhalers, nutrition supplements, skin treatments, wellness-related products and services. **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 and 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, car eco ratings, 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 and 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 SPECIALIST 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 organization. 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 a land 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 : HEALTH ABBY**

### **Consumer Products Promotion**

Work created to drive choice for a specific branded product that does not require prescription but provides either a meaningful health benefit or supports personal wellbeing.

#### **16a. OTC Oral Medicines.**

Non-prescription drugs, OTC medicines and tablets, digestive health.

#### **16b. OTC Applications.**

Hand sanitizer, toothpaste, mouthwash, medicated shampoo, hair loss products, insect repellents, skin remedies (non-cosmetic), corn treatments, wart and verruca treatments, athlete's foot treatments, eye drops, ear drops, heat creams, nail treatments, foot treatments,

#### **16c. OTC Products.**

Condoms, contact lenses, prescription glasses, dental floss, adhesive plasters, heat pads, first aid kit items, orthotics, back supports, incontinence products, pregnancy tests, fertility testing kits / products, drug free pain relief, other health and wellness products.

#### **16d. Nutraceuticals.**

Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega-3s, antioxidants, probiotics, effervescent vitamin drinks.



#### **16e. Health & Wellness Tech**

Branded communication focusing on digital products, apps, wearables and gadgets that aid a healthy lifestyle including fitness, diet, stress and sleep etc.

#### **16f. Brand-Led Education & Awareness**

Brand-funded communications to promote health awareness and encourage proactive personal care. This could include self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardiovascular care, exercise and wellbeing. This category will also include unbranded disease awareness.

#### **16g. Non-profit/Foundation-led Education & Awareness.**

Public health awareness messages and non-profit cause marketing such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardiovascular care, exercise and wellbeing.

#### **16h. Corporate Image & Communication.**

Corporate image work for health and wellness products, companies, producers, clinics, hospitals, retail and facilities.

#### **16i. Health Services & Facilities.**

Communications directly promoting consumer facilities, including: hospitals, clinics and surgeries, psychiatrists, psychologists, therapists, physiotherapists, opticians, optometrists, dental clinics, chiropodists, osteopaths, chiropractors, dermatologists, obstetricians and gynecologists, cardiologists, pediatricians, plastic surgeons, urologists, endocrinologist, oncologist, nutritionists, dieticians, pharmacies, health shops, gyms and fitness and yoga studios.

**HEALTH SPECIALIST OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories 16a to 16i.**

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### **CATEGORY 17: 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:

17a. Direction

17b. Editing

17c. Animation

17d. Cinematography

17e. Music

17f. Special Effects

17g. Sound Design

17h. Casting

**VIDEO CRAFT SPECIALIST OF THE YEAR AWARD: Will be adjudged from the metal tally from the categories 17a to 17h.**

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## **CATEGORY 18: RED ABBY**

### **Sustainable Development & Meaningful Practices**

**18a. Poverty, hunger, education** : Efforts to end poverty and its manifestations which include hunger, malnutrition, disaster-prone geographies, social discrimination, female mortality, disease epidemics, substance abuse, sexual and reproduction healthcare, services and access.

**18b. Responsible consumption and Climate Action** : Resource and energy efficiency through reduction of natural resource consumption across the supply chain, involving everyone from producer to final consumer, urgent action required to combat climate change and its impacts.

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## **CATEGORY 19: GREEN AWARD**

**19a. Planet Conservation** : PLANET CONSERVATION salutes communication which highlights efforts to save, reduce or re-use Energy, Water, Plastic, Wildlife and the environment in general.

**19b. Life on Land** : Work that promotes the protection, restoration and sustainable use of our land-based ecosystems, e.g. sustainable management of forests, prevention of desertification and the termination and reversal of land degradation and biodiversity loss.

Entries can be submitted by any company.

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

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## **CATEGORY 20: YOUNG MAVERICK ABBY AWARD**

**New generation work released in the period created by talented under 30 years of age.**

- 20a. Art
- 20b. Design
- 20c. Digital
- 20d. Film
- 20e. Craft

Entries should be accompanied by a certification from the CEO of the company that the work was created by the said employee who is under 30 years of age or below.

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## **CATEGORY 21: 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.

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 22: BROADCASTER ABBY**

- 22a. Best launch of a TV channel
- 22b. Best launch of a TV program using multi-media
- 22c. Best TV reality show promo
- 22d. Best TV fiction promo
- 22e. Best TV comedy show promo
- 22f. Best TV kids program promo
- 21g. Best TV news channel promo
- 22h. Best TV sports channel program promo
- 22i. Best movie promo by a TV channel
- 22j. Best TV program for Cause related Marketing
- 22k. Best regional TV program promo (other than Hindi and English)
- 22l. Best regional language channel launch (other than Hindi and English)
- 22m. Best original music score for a TV Program.

**BROADCASTER OF THE YEAR AWARD: Will be adjudged from the metal tally of 22a to 22m categories mentioned above.**

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#### **CATEGORY 23: PUBLISHER ABBY**

##### **23a. Best marketing of a printed newspaper / edition**

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

**23b. 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)

**23c. 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.

**23d. 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.

**23e. 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.

**23f. 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)

**23g. 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 23a to 23g categories mentioned above.**

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**RULES**

Each of the verticals will be judged independently: STILL PRINT, STILL DIGITAL, AUDIO-VISUAL TV, CINEMA, DIGITAL, OTT (BELOW 1 MIN DURATION), AUDIO – VISUAL CINEMA, TV, DIGITAL, OTT (1 MINUTE AND ABOVE), AUDIO, OUT OF HOME (AMBIENT MEDIA), INTEGRATED, DIGITAL, DESIGN, MOBILE, TECHNOLOGY, DIRECT, BRAND ACTIVATION & PROMOTION, PUBLIC RELATIONS, BRANDED CONTENT & ENTERTAINMENT, HEALTH ABBY, RED ABBY, GREEN AWARD, YOUNG MAVERICK ABBY AWARD, DIVERSITY EQUALITY & INCLUSION, CRAFT CATEGORIES, BROADCASTER AND PUBLISHER.

The last date for acceptance of the entries ONLINE is **WEDNESDAY, 2<sup>ND</sup> APRIL, 2025**

A. All the work submitted should:

- Have been released for the first time **between 1<sup>st</sup> April, 2024 and not later than 31<sup>st</sup> March, 2025.**
- 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 2025.
  - 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 Design Packaging)**. 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 Design Packaging 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. Only entered work will be judged.
- M. A single piece of Entry can be entered in more than one category unless otherwise specified in a sub-category.
- N. **All entries need to have their form uploaded online for each and every category as also the corresponding creative material.**
- O. Work entered in previous year cannot be re-entered unless a significantly different version is created a new.
- P. 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.
- Q. 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, DIGITAL, OTT (BELOW 1 MIN DURATION), AUDIO – VISUAL CINEMA, TV, DIGITAL, OTT (1 MINUTE AND ABOVE), AUDIO, OUT OF HOME (AMBIENT MEDIA), INTEGRATED, DIGITAL, DESIGN, MOBILE, TECHNOLOGY, DIRECT, BRAND ACTIVATION & PROMOTION 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
■ GRAND PRIX	: 12 points

**NOTE: The points obtained for winning a GRAND PRIX will be included in computation of the Agency of the Year. A GRAND PRIX generally goes to an entry that is also a Gold winner in a particular category, hence we will present the Gold Trophy for that entry in that particular category however the marks will be allocated only once i.e. for the GRAND PRIX and not for the Gold. The marks for an entry that bags a GRAND PRIX are 12 points. Even in the sheet circulated post awards that gives the metal tally only Grand Prix will be shown, and the Gold will be excluded.**

## **VERIFICATION**

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

(A) All individual entries including large media campaigns and one-off entries must be accompanied with a client authentication letter and a voucher copy of the released ad or telecast / broadcast certificate. A one-off ad is defined as a single ad that has been released only once. Self-work will require to be authenticated by a self-attested release letter with place and date of release. AGC reserves the right to disqualify an entry with no proper release supporting or authenticated letters.

(B) Verification of client work having been done by the agency, the date and year of release and legitimacy of the entry will be done by the auditors along with Awards Governing Council (AGC). Complaints made by individuals on the shortlisted entries have to be in writing from an identified person on company letterhead or mail. The only way a complaint can be taken up is if the letter containing proof or internet link of ads resembling work done earlier or entries suspected of release outside of the date of competition is addressed to the Ad Club or the Auditors which the Auditors will table to the AGC. Proof of plagiarism or similarity in creative, date of release should be supplied by complainer in writing. The AGC will decide on legitimacy of the entry and date of release based on information given by the auditors. Only the appointed Jury can deliberate on matters like ads resembling work done earlier or plagiarism.

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

## **MATERIAL (NO PHYSICAL ENTRY)**

### **AUDIO-VISUAL TV, CINEMA, DIGITAL, OTT (BELOW 1 MIN DURATION), AUDIO – VISUAL CINEMA, TV, DIGITAL, OTT (1 MINUTE AND ABOVE), VIDEO CRAFT**

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

Product Demos entered in film categories will be DISQUALIFIED.

### **AUDIO, AUDIO CRAFT**

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

Audio Spots should not exceed over 2 minutes. Audio Promos entered in these categories will be DISQUALIFIED.

**STILL PRINT, STILL DIGITAL, STILL CRAFT:**

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

Please upload the jpeg of 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, Video in mp4 format and Radio in MP3 (not more than 3 minutes) format for online submission.

**DIGITAL, MOBILE & TECHNOLOGY**

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 apposite 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 in jpeg 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.

### **HEALTH ABBY:**

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.

### **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

### **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

### **RED ABBY**

Print files in JPEG, Films in mp4 format and Radio in MP3 format for online submission. Maximum file size for film (not more than 3 minutes) or radio (not more than 2 minutes) should not exceed 100MB.

### **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.

### **YOUNG MAVERICK ABBY AWARD**

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.

### **DIVERSITY EQUALITY & INCLUSION**

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.

### **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).

#### **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, 8Bd. Integrated Social Media Campaign, 9n. 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., Rs.16520/-**.

### **For the category Red Abby there is no entry fees.**

**For South Asian Countries:** the entry fee will be US\$ 20/- plus 18% GST (Exchange rate prevailing on day of submission). PLEASE MAKE THE PAYMENT IN INR (INDIAN RUPEES). SOUTH ASIAN COUNTRIES ENTERING WORK PLEASE WRITE TO [abbys@theadclub.in](mailto:abbys@theadclub.in) FOR SPECIAL PRICE OF US\$ 20/- plus 18% GST. A COUPON CODE WILL BE GENERATED AND SHARED TO APPLY AT CHECKOUT. ONLINE PAYMENTS ARE MANDATORY FOR INTERNATIONAL PAYMENTS.

#### **HOW TO UPLOAD ENTIRES ONLINE AT GOAFEST CREATIVE ABBYS 2025**

Kindly follow the below mentioned instructions, so as to enable you to upload your entries for GoaFest Creative Abbys 2025.

## **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 the 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 editing facilities 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 10 mb.

### **SUBMISSIONS**

Last date for receipt of entries: **Wednesday, 2<sup>nd</sup> April, 2025.**

### **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, Lamington Road, Opera House, Mumbai 400 004.</b>
<b>RTGS/NEFT IFSE Code</b>	<b>ICIC0000348</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](mailto:mathew@theadclub.in) with a copy to [abbys@theadclub.in](mailto:abbys@theadclub.in) There will be no refunds for any reason.

- Exclusively for Technical support only, please email to [abbys@theadclub.in](mailto:abbys@theadclub.in) or call us on +91-7989909335
- For Process related support, please email to [smita@theadclub.in](mailto:smita@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)

(B) There shall be no refunds for any reason, even for DISQUALIFIED entries.

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