

CREATIVE ABBY AWARDS AT GOAFEST 2014

The Abby Awards recognize creative excellence as judged by eminent people from the advertising and communications industry. The awards are meant for those responsible for the creative work, as seen by the clients who paid for the development and release of the work. To ensure your entry does not get disqualified, you are requested to go through the Section on Rules. All entries should meet the stated criteria under this section.

The entry form that needs to be filled for entering the work can be found at the end of this brochure. The Creative Abby Awards 2014 Entry Form can be downloaded and printed from the Ad Club Bombay website - www.theadvertisingclub.net, www.aaaindia.org. However, entries cannot be uploaded online.

Consider your entry submitted when your entry form and corresponding materials, along with payment thereof, have reached the **Advertising Club, C/o. Bombay Cycle & Motor Agency Ltd., KARMA, Bellissima, 1st Floor, 534, SVP Road, Opp. Domino's Pizza, Mumbai – 400007** and acknowledged before **Friday, April 11, 2014**. Please use a separate envelope for each entry and write the category and sub-category number in bold, using a black marker pen, on the top left hand corner of the envelope. Ensure that the entry forms as well as all the materials pertaining to that entry are included inside the envelope.

Encouraged by the response received last year, we continue to recognize creative talent in the South Asian nations of Bangladesh, Nepal, Pakistan and Sri Lanka. Entries from Pakistan, Bangladesh, Sri Lanka and Nepal will compete along with Indian entries for the Abby Awards. **Kindly note that Best of South Asia is eligible for all verticals except the Craft categories.**

For additional clarifications, please contact Arati or Kavita on phone:

+91-22-23810213

+91-22-23894091

+91-22-23813034

or fax: +91-22-23892067

or email: adclub@vsnl.com

or website : www.theadvertisingclub.net

CATEGORY INDEX

The table below illustrates how one may enter a print, film, radio, out-of-home and integrated advertising entry. The Integrated Advertising 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.

TABLE

	A.	B.	C.	D.	E.
	Print single	Film single	Radio	Out-of home*	Integrated
			Single Poster/Hoarding	Single	Advertising**
1. Food	1a	1b	1c	1d	1e
2. Beverages	2a	2b	2c	2d	2e
3. Toiletries, Cosmetics and Healthcare	3a	3b	3c	3d	3e
4. Clothing, Innerwear, Footwear and Accessories	4a	4b	4c	4d	4e
5. Household and Business Appliances	5a	5b	5c	5d	5e
6. Automotive Vehicles and Accessories	6a	6b	6c	6d	6e
7. Telecom Products and Services	7a	7b	7c	7d	7e
8. Financial Services	8a	8b	8c	8d	8e
9. Household Products and Maintenance	9a	9b	9c	9d	9e
10. Media and Publications	10a	10b	10c	10d	10e
11. Business and Home Services	11a	11b	11c	11d	11e
12. Retail Advertising	12a	12b	12c	12d	12e
13. Travel, Entertainment and Leisure	13a	13b	13c	13d	13e
14. Corporate	14a	14b	14c	14d	14e
15. Public Service, Appeals and Charity	15a	15b	15c	15d	15e

*Ambient Media is not included in these categories, but instead falls under category 16.

**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.

PLEASE NOTE

The first 15 categories are common for print single, film single, radio single, out-of-home/poster/hoarding single and integrated advertising.

CREATIVE ABBY

CATEGORY 1

Food: Packaged foods, snack foods, baby foods, confectionery, seasoning, biscuits, baked food, ready-to-eat foods, table and kitchen ingredients, ice-creams, dairy products etc.

CATEGORY 2

Beverages : non-alcoholic beverages, colas, aerated drinks, concentrates, soft drinks, water, juices etc.

CATEGORY 3

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.

CATEGORY 4

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.

CATEGORY 5

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, fax machines, etc.

CATEGORY 6

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

CATEGORY 7

Telecom Products and Services: Mobile service providers, landline services, mobile phones and accessories.

CATEGORY 8

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

CATEGORY 9

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, etc.

CATEGORY 10

Media and Publications: TV channels, radio stations, and outdoor publication marketers.

CATEGORY 11

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.

CATEGORY 12

Retail Advertising: Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, book shops etc.

CATEGORY 13

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.

CATEGORY 14

Corporate: Advertising that enhances image of an organization without mentioning specific product attributes, recruitment, event sponsorship, festival messages etc.

CATEGORY 15

Public Service, Appeals and Charity: 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 (14 - Corporate).

CATEGORY 16

Ambient Media: For ads released in non-traditional media/guerilla advertising. Examples include pavement messages, sandwich boards, messages on elevators, doors, restrooms, etc.

Ambient entries should not be entered in to either Out of Home or Poster categories. Entries should be free format or non-standardised and not designed for standard poster sites.

You should also supply a photograph of the actual site with proof of date released in a client letter.

16 a. Bars, restaurants & stores

Including beer mats, glasses, ashtrays, matches, non-standard washroom advertising, postcard pick-ups and all in store advertising

16b. Small scale special solutions

Including stickers, flyers, signage, petrol pumps, promotional give-aways

16c. Special build

Including supersize sites, installations, blimps, pop-up shops, 3D/non-standard shaped sites. Adaptations of exterior locations, signage, use of buildings or street furniture.

16d. Experiential advertising

Live stunts and promotional events, experiential interactive events, PR stunts, consumer participation in games and events

16e. Transit Media Usage

Non standard or free format advertising using vehicles, or on transit sites including taxi, train, bus, metro, planes, rail & metro stations, airports (please note standard transit advertising should be entered in the appropriate Product & Service category)

16f. Digital outdoor

Including digital escalator panels, LCD screens, cross-track projection sites, digital roadside billboards, Bluetooth enabled screens and interactive posters like in building societies.

Entries into Digital Outdoor MUST have been designed specifically for use in digital outdoor sites; for example any video submitted must have been designed and created for use in digital outdoor sites rather than TV or cinema ads simply played in an 'Out of Home' situation.

CATEGORY 17

DESIGN ABBY

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.

Design: 17a. Corporate / brand identity: a new brand logo, and it's applications or a corporate rebranding scheme, with 3 or more applications including online branding communications if necessary 17b. Stationery-business cards, letterheads, envelopes, CD covers etc. 17c. Publication (brochures and catalogues) 17d. Annual Reports 17e. Use of Design in Direct Mail: invitations, greeting cards, announcements 17f. Use of Design in posters: film, event, corporate, traditional poster 17g. Books/diaries 17h. Calendars, 17i. Packaging: original design and finished pack 17j. Environment design: for retail spaces, services, workplace, Public, Space and Community 17k. Craft in design: copywriting, typography, illustration, photography, mixed media, 17l. Product Design...innovative use of design in a product.

CATEGORY 18

DIGITAL ABBY

This category comprises the use of digital technology to reach a consumer. The main criterion will be using the power of new technologies to involve the viewer towards a desired outcome. Material originally designed to work in a different medium but merely adapted into a digital format is not likely to be considered favorably.

The judging will be done online to determine the actual 'viewer experience' and browser compatibility issues and hence a URL is required. Each entry will need a certificate from the client

on his letterhead stating the exact month when the work was first released. In cases where a producer/director enters the work, the client should state that the entrant is primarily responsible for the creative work and not the agency.

The sub-categories under digital and mobile advertising include:

Digital

The Digital sub-categories include:

- 18a. Brand Corporate Website
- 18b. Brand Campaign Website/microsite
- 18c. Web Banner
- 18d. Web Banner Rich media
- 18e. Creative use of search engine marketing.
- 18f. Creative use of email.
- 18g. Creative use of Social Media
- 18h. Branded Content (including video)& Branded Game for Internet –branded application / tool / mash up.
- 18i. Brand film created for internet/video/youtube (CREATED EXCLUSIVELY FOR INTERNET)
- 18j. Digital innovation use of new technology to create a new brand experience (including augmented reality)
- 18k. Online integrated campaign using at least three of the above Internet Media eg. banner, email, website. **(For Category 18k the entry fee is Rs.10,113/- inclusive of Service Tax)**

MOBILE ABBY

The Mobile sub-categories include:

- 18l. Banner for mobile
- 18m. Best Mobile site
- 18n. Best Application for mobile/tool/mash up & Branded games

DIGITAL CRAFT

- 18o Use of Copy
- 18p. Use of Design
- 18q. Use of Animation
- 18r. Interface & Navigation
- 18s. Use of Video
- 18t. SMS/Interactive voice recognition.

CATEGORY 19

DIRECT ABBY

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

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

These are:

19a.Flat Mail (the piece should be without any bulky enclosures)

19b.Dimensional Mail (Only mail pieces which are 3D or not flat).

The following categories the thinking must support response. Mere inclusion of url/email id, phone number or SMS response number will not do.

19c.Direct Response (Print)

19d.Direct Response (TV, RADIO AND INFOMERCIAL)

19e. Direct Response Digital.

19f. Direct Response Email marketing : entries here need to have call to action built in email and the original mail or URL leading to landing page can be submitted.

19g.Direct Response Mobile marketing : call to action mechanism built into mobile phone, or mobile technology including SMS, MMS, Bluetooth and other mobile communication.

19h.Direct Campaign using any two of the above. **(For Category 19h the entry fee is Rs.10,113/-, inclusive of Service Tax)**

CATEGORY 20

BRANDED CONTENT & ENTERTAINMENT ABBY

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.

20a. Best fictional program, series or film where a client has successfully created a drama, comedy or miniseries around a product or brand Including TV, mini-series, web series, cinema, DVD releases and online/digital

20b. 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

20c. 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

20d. Best use or integration of experiential events Creative positioning of a brand using events, festivals, flash mobs, installations etc.

20e. Best use of integration of user generated content.

20f. 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.

20g. Best use or integration of offline media such as print, out of home etc

20h. Best integrated entertainment content campaign which uses more than 2 media.
(For Category 20h the entry fee is Rs.10,113/- inclusive of Service Tax)

CATEGORY 21

BRAND ACTIVATION AND PROMOTION ABBY

The definition of Brand Activation & Promotion is activity which is designed to create immediate activation and/or offer for the sales of a product or service.

PRODUCT OR SERVICE

Including environmental awareness, public health & safety, public awareness messages, health, hygiene, aids awareness, political & religious messages, racial, ethnic & disability awareness, anti-smoking, anti-drugs, anti-drink-driving, road safety, sex equality.

21a. Food: Packaged foods, snack foods, baby foods, confectionery, seasoning, biscuits, baked food, ready-to-eat foods, table and kitchen ingredients, ice-creams, dairy products etc.

21b. Beverages : non-alcoholic beverages, concentrates, soft drinks, colas, water, juices etc.

21c. 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.

21d. 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.

21e. 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, fax machines, etc.

21f. Automotive Vehicles and Accessories: Automotive and related products, cars, two-wheelers, trucks, petrol, engine oils, car accessories, car decorations, spares, services related to cars, tyres etc.

21g. Telecom Products and Services: Mobile service providers, landline services, mobile phones and accessories.

21h. Financial Services: Banks, investments, loans, insurance, mutual funds, brokers, credit

cards, debit cards, loyalty cards, financial consultants, cash management services etc.

21i. 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, etc.

21j. Media and Publications: TV channels, radio stations, and outdoor publication marketers.

21k. 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.

21l. Retail Advertising: Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, book shops etc.

21m. 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.

21n. Corporate: Advertising that enhances image of an organization without mentioning specific product attributes, recruitment, event sponsorship, festival messages etc.

21o. Public Service, Appeals and Charity: 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 (21n - Corporate).

21p. Ambient Media: For ads released in non-traditional media/guerilla advertising. Examples include pavement messages, sandwich boards, messages on elevators, doors, restrooms, etc.

B. USE OF PROMOTION & ACTIVATION

In these categories your work will be judged specifically on how the medium was used to evoke consumer activation

21q. Use of Promotional Stunts and Live Advertising Including: short/one-off live pop up executions,, publicity stunts, public stunts

21r. Use of Live Shows/Concerts/Festivals Including: sport events, music festivals, fairs, trade shows, corporate entertainment, live concerts, built stages

21s. Use of Guerrilla Marketing in a Promotional Campaign (Small Scale) including, out-of-store sampling, glasses, beer mats and ashtrays, flyers, stickers, signage,, street art, street furniture and transit advertising

21t. Use of non-Traditional Ambient in a Promotional Campaign (Large Scale) Non-traditional outdoor/billboards including, 3D and non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, executions that utilise a space or an existing permanent feature, helicopter banners, etc.

21u. Use of Customer in-Store Experience Including: in-door temporary installations and displays, using samples, special discounts, customer marketing, promotions, incentives, product demonstrations, store-within-a –store, banners, posters

21v. Sponsorship or Partnership Campaigns For a campaign that utilized a sponsorship or tie-in partner effectively (e.g. Sports or entertainment)

C.INTEGRATED CAMPAIGN LED BY PROMO & ACTIVATION

21w. Programmes that use multiple media platforms in one promotional campaign. Note, entries in this category **MUST** contain **DIFFERENT** media and a clearly identifiable immediate activation component or core promotional idea (submit appropriate support) **(For Category 21w the entry fee is Rs.10,113/- inclusive of Service Tax)**

(Submit appropriate samples and/or photographs as support)

CATEGORY 22

PUBLIC RELATIONS ABBY

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 organisations and their publics/audiences.

A. PRODUCT AND SERVICE

Including environmental awareness, public health & safety, public awareness messages, health, hygiene, aids awareness, political & religious messages, racial, ethnic & disability awareness, anti-smoking, anti-drugs, anti-drink-driving, road safety, sex equality.

22a. Food: Packaged foods, snack foods, baby foods, confectionery, seasoning, biscuits, baked food, ready-to-eat foods, table and kitchen ingredients, ice-creams, dairy products etc.

22b. Beverages : non-alcoholic beverages, colas, concentrates, soft drinks, water, juices etc.

22c. Consumer goods: 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.

22d. Luxury goods, Fashion & Beauty Luxury goods: all products that are not essential but are highly desired and associated with wealthy or affluent people and/or are bought to support self-worth and status, or for the product's quality and craftsmanship.

Fashion: day, evening & nightwear, underwear, tights & stockings, footwear, sportswear, clothing

fabrics & sewing materials, jewellery, watches, luggage, shoes ,ties, belts, suiting, shirting, fabric, saris, handbags, fashion & designer sunglasses & spectacle frames.

22e. 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, fax machines, etc.

22f. Automotive Vehicles and Accessories: Automotive and related products, cars, two-wheelers, trucks, petrol, engine oils, car accessories, car decorations, spares, services related to cars, tyres etc.

22g. Telecom Products and Services: Mobile service providers, landline services, mobile phones and accessories.

22h. Financial Services: Banks, investments, loans, insurance, mutual funds, brokers, credit cards, debit cards, loyalty cards, financial consultants, cash management services etc.

22i. 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, etc.

22j. Media and Publications: TV channels, radio stations, and outdoor publication marketers.

22k. 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.

22l. Retail Advertising: Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, book shops etc.

22m. 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.

22n. Corporate: Advertising that enhances image of an organization without mentioning specific product attributes, recruitment, event sponsorship, festival messages etc.

22o. Public Service, Appeals and Charity: 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 (22n - Corporate).

22p. Ambient Media: For ads released in non-traditional media/guerilla advertising. Examples include pavement messages, sandwich boards, messages on elevators, doors, restrooms, etc.

B. PRACTICES

22q. 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.

22r. Events & Experiential PR

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

22s. Celebrity Endorsement

PR campaigns that associate a celebrity with a product/service in order to reach specific awareness/business goals and/or to help establish trust and affinity between the product/service and the public.

22t. Sponsorship

Sponsorship programs to support a product or service in order to reach specific awareness/business goals and targeted markets as well as to enhance the image of a corporate brand, organization or corporation.

22u. 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 22u the entry fee is Rs.10,113/- inclusive of Service Tax)***

CATEGORY 23

FILM CRAFT ABBY

Film 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: 23a. Direction 23b. Original Music Score. 23c. Editing. 23d. Cinematography. 23e. Animation 23f. Special effects 23g. Sound Design 23h. Production Design.

CATEGORY 24

PRINT CRAFT

Print 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: 24a. Art Direction for Print Advertising. 24b. Art Direction for Below-the - line work. 24c. Copywriting (Below 100 words) 24d. Copywriting [Above 100 words) 24e. Best Use of Illustration. 24f. Best Use of Typography 24g. Best Use of Photography.

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

Gold winners of Categories PRINT, FILM, RADIO, OUT OF HOME, INTEGRATED, DESIGN, DIRECT, DIGITAL & MOBILE can contend for Grand Prix. Grand Prix contention is determined only by Gold winners and no other nomination is possible.

In case no entry is found deserving of a Grand Prix, the jury may decide on a Best of Show.

There is no Grand Prix or Best of Show in Craft categories like Print Craft, Film Craft, Digital Craft and also Ambient Media.

Branded Content & Entertainment, Brand Activation & Promotion and Public Relations being new verticals have no Grand Prix or Best of Show.

RULES

Since each medium has its own creative context, the constitution of the jury that meets to evaluate each medium is different: Print, Film, Radio, Out-of-home and Ambient Media, Integrated Advertising, Design, Direct, Digital & Mobile, Branded Content & Entertainment, Brand Activation & Promotion, Public Relations, Print Craft, and Film Craft. For Print, Film, Radio, Out of Home & Integrated Advertising, there are 15 categories [Numbered 1 to 15] of the types of products and services advertised. An indicative description of what features under each of these categories has been given above. These 15 categories have been sub-divided into 5 sub-categories : (A) Print (B) Film (C) Radio (D) Out-of-home (E) Integrated Advertising.

Therefore, if you are entering any of these categories, you are also necessarily entering ONE of the sub-categories: A, B, C, D or E. Consider your entry as submitted when your entry forms and corresponding material in a coded envelope (see Section 'Material') along with payment thereof (see Section 'Payment') have reached the Ad Club (KARMA, Bellissima) and you have received an acknowledgement. The last date for acceptance of the entries at the Ad Club is **Friday, April 11, 2014.**

[A] Each entry submission needs to be in a separate envelope with the category and sub-category number written in bold on the top left hand corner of the envelope. The envelope should carry a duly filled entry form and all the materials related to that entry. Example 1: If you're entering a Print ad for ice creams, you must write '1A' in bold on the envelope since ice creams are covered under category 1 and in Print, under sub-category 'A'. However, if you are entering an Integrated Advertising for ice creams, it should be marked '1E'.

(B) Please DO NOT:

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

Only one entry on one DVD and one form containing only one brand – one caption (Title) should be attached.

(C) All the work submitted should:

- Have been released for the first time between 1st January, 2013 and 31st December,

2013.

- Have been produced based on a brief given by a regular client and should be a part of an advertising schedule requisitioned by the client.
 - Not have been created/released mainly for entering the Abby Awards 2014
 - Not be illegal to sell, communicate and advertise in India; no alcohol and tobacco advertising can be entered. Surrogate advertising will have to compete in categories where it has a genuine sale eg. Mineral water in beverages category (CATEGORY 2) and CDs in Household appliances and goods category (CATEGORY 5).
 - Conform to ASCI (Advertising Standards Council of India) guidelines.
 - Alcohol advertising can be entered in Brand Activation & Promotion.
- (D) All print entries submitted should be from publications which meet at least 2 of the following 3 criteria:
- Should be accessible to the general public through news-stand or subscription.
 - Should be released in a periodical with a fixed frequency.
 - Should be released in a publication with a tariff card offering space for commercial space buyers.
- (E) Every entry is accepted only on the condition that through the act of entering the work, you are automatically certifying that you have read, understood and accepted all the rules and conditions stated in this brochure and that your entry is COMPLETELY in conformity with all of them.
- (F) AGC reserves the right to extend the last date of submission but there is no guarantee that this will happen. Participants are requested to adhere to dates mentioned and late entries can face disqualification.
- (G) Creative work entered must have been conceived and it's execution supervised by an employee of the entering company e.g. a Creative Director. Work executed abroad by producers or international employees of the entering company must have been under the supervision of the Creative Director of the entering company.
- A certificate will need to be issued to establish if an international employee of the entering company has used advanced illustration or animation to finish the work. There must be a certificate to the effect identifying what was executed abroad and by whom along with the name of the supervising India based Creative Director.
- (H) Ads or campaigns conceived and executed abroad with cosmetic local adaptations like a language dub or available in India message run the risk of being disqualified.
- (I) Incomplete/incorrect entry forms are liable to get disqualified and no refund will be provided.
- (J) Entries can be entered in more than one category or sub category.
- (K) Entries must be accompanied by a total list from the Agency or company entering.
- (L) Both creating companies and advertisers can enter. A media company that has commissioned a creative for a client or itself can also enter.

- (M) Film Production houses can enter films only in the film craft category. Agencies or creating companies can also enter Film 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 Film Craft will require a certificate from the CEO of the company on the production details and the client brand for whom the work was created. In case of both agency and production house entering same film which happens to win, the award will be handed over to the production house.
- (N) Only entered work will be judged.
- (O) Size limit of print, print craft and out of home entries has been specified as 40 cms by 60 cms and your attention is drawn to this.
- (P) A Grand Prix is awarded to an entry that is a Gold winner in a particular category. As is norm followed internationally, on the event day only the Grand Prix will be awarded for the said entry even after announcing the Gold. 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 and AAI 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 and AAI 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 supportings or authenticated letters.
- (B) Verification of client, year of release and legitimacy of the entry will be done by Awards Governing Council (AGC) along with the auditors. Complaints made by individuals on the short listed entries or even winners have to be in writing from an identified person on company letterhead or mail. Proof of plagiarism or similarity in creative, date of release should be supplied by complainer in writing.

In extraordinary circumstances of lack of authentication, originality, date of release and any other matter, AGC reserves the right to disqualify an entry even if has won in the competition after the date of the event. The metal awarded to the company will then be requested to be returned to the Goafest AGC.

MATERIAL

Print , Print Craft : Art pulls mounted on soft board and flush-cut or printed on art card with size

(40cms x 60cms). Any size larger than this will be DISQUALIFIED. **PLEASE DO NOT SUBMIT**

JPEGS OR DIGITAL ENTRIES OR VIDEOS ON CD.

For Print please supply 1 proof by way of the actual newspaper, magazine or insert (**only of that page in which the ad has actually appeared**) as appropriate. Kindly note that this proof should be stapled with the entry form. This is in keeping with what is recommended at Cannes.

Film: DVD only. Entries for each category should be recorded on DVD with one film on each DVD. Commercials normally should not exceed over 90 seconds. Kindly attach a cue-sheet. AVs or product demo tapes entered in film categories will be DISQUALIFIED.

Radio: Audio CDs in MP3 format. For Radio entries, please supply the radio spot as an MP3 on a PC compatible CD-Rom.

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

FOR OUT OF HOME PLEASE DO NOT SUBMIT JPEGS OR DIGITAL ENTRIES OR VIDEOS ON CD.

Ambient requiring video or audio support/proof should be submitted on DVD.

INTEGRATED ADVERTISING

All entries must be in video film format in 5 minutes. Judges will stop the film after 5 minutes in case of long duration submissions.

Entries must be across at least 3 different media. Print and poster will be clubbed under a single medium in this category. This Audio-Visual presentation must feature entered work and may contain key visuals, video, still images and other appropriate footage which demonstrates the power of the campaign. This audio-visual should not exceed 5 minutes in length. **LONG AUDIO VISUALS CAN / WILL BE STOPPED AFTER VIEWING FOR 5 MINUTES BY THE JURY.**

Please provide only an audio-visual as your entry. Please do not send films and press ads separately.

DIGITAL & MOBILE

IN CASE OF SOCIAL MEDIA, WHERE THE PAGES ARE NOT AVAILABLE ANY MORE, THE SCREEN GRABS NEED TO BE UPLOADED, IN THIS CASE A CD IS ACCEPTABLE.

VIDEO PRESENTATIONS OF THE CASE STUDIES CAN BE SENT ON DVD.

IN CASE OF MOBILE :

PHONE MODELS ON WHICH THE WORK IS ACCESSIBLE SHOULD BE CLEARLY LISTED.

PLUS A VIDEO GRAB OF THE FULL WORKING APP OR SITE ON A PHONE.

DIGITAL ENTRIES SUBMISSION SHOULD BE SUBMITTED ONLINE SO THAT WE HAVE THE RIGHT URLS FROM THE AGENCY. PLEASE DO NOT MANUALLY TYPE URLS INTO EXCEL SHEETS.

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

DIRECT

For all entries, you must supply a one page Presentation Board 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.

Video and audio support material should be on DVD.

You must supply a mounted hard copy in size not exceeding 40 cms by 60 cms of **Presentation Board** (attached to this form at the end).

For all entries, we **strongly recommend** that you prepare a Case Film in 2 minutes duration to support your entry. Along with the entry submitted and the presentation board, this presentation will be used for Jury deliberations

DESIGN

For all Design entries, please send an A2 sized (approximately 40cms x 60cms) hard copy mounted Presentation Board (attached to this form at the end.)

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

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

BRANDED CONTENT & ENTERTAINMENT

All entries only as case film in 2 minutes. Please include excerpts of actual content and other support in the film only including print, jpegs etc.

You must supply a hard copy of Presentation Board in size not exceeding 40 cms by 60 cms (attached at the end of this Form.)

BRAND ACTIVATION & PROMOTION

All entries must have a mounted presentation board in size not exceeding 40 cms by 60 cms (attached at the end of this Form).

You are recommended to enter a case film of not more than 2 min on DVD to strengthen the presentation.

PUBLIC RELATIONS

All entries on Case Film in 2 min duration along with the presentation board in size not exceeding 40 cms by 60 cms will be used for Jury deliberations.

RULES ON MATERIAL :

- If your entry is not in English, please attach an English translation as an integral part of the entry.
- All material must be submitted in physical form including the entry form.
- Online entries will not be accepted.
- 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 and www.aaaindia.org for printing at your end.

DO NOT STICK THE ENTRY FORM ON THE ENTRY

FEES

- The entry fee is **Rs.7,304/- (inclusive of Service Tax)** per piece.
- The entry fee for the categories – Integrated Advertising i.e. from 1e to 15e, 18k. Online integrated campaign, 19h. Direct Campaign, 20h. Best integrated entertainment content campaign, 21w. Integrated Campaign Led By Promo & Activation & 22u. Integrated Campaign led by PR is **Rs.10,113/- (inclusive of Service Tax)**
- For South Asian Countries : the entry fee will be **US \$22.47 (inclusive of Service Tax)**.

SUBMISSIONS

- (A) Last date for receipt of entries : **Friday, April 11, 2014.**
- (B) Closing time for receipt of entries: 5:00 pm.
- (C) Send your entries to: **The Advertising Club, C/o. Bombay Cycle & Motor Agency Ltd., KARMA, Bellissima, 1st Floor, 534, SVP Road, Opp. Domino's Pizza, Mumbai – 400007.**
Telephone : +91-22-23894091,+91-22-23813034.

PAYMENT

- (A) Payments should be made by Demand Draft payable at par at Mumbai in favour of AAI-A/C Goafest.
- (B) Entries from India should be paid by cheque only. Any payment instrument / cheque payable outside Mumbai will not be accepted. For entries from outside India, please issue a Demand Draft in US dollars, payable in Mumbai.
- (C) All payments must be accompanied by a statement mentioning the number of entries, payment made for each, and finally, the total.
- (D) Entries must reach us without our having to pay for freight, customs duty etc. Entries which

*** HOW TO FILL :**

Category Number & Name (As in the form) : _____

For Category 1 to 15 : 1a (Print – Foods), 1b (Film – Foods)

For Category 16 : 16a (Ambient Media- Bars, restaurants & stores)

For Category 17 to 24 : 17a (Design - Corporate / brand identity)

INFORMATION OF CREDITS OF THE ENTRANT

Names of contributors (Maximum 6) separated by commas (Any name(s) after the first 6 will NOT be considered)

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

SELF-CERTIFICATION

On behalf of the entrant, I declare that I am authorized to sign this certificate by my company and I have read and understood the rules, purpose and procedures of Abby Awards 2014 as given in this brochure. I am aware that, in case of any of the above information as well as any part of this self-certification being found untrue or unsatisfactory by the judges at the verification/ final stage, this entry will automatically stand disqualified without assigning any reason/notice/consultation. In such a case, I affirm that we shall abide by such a decision.

I certify that the creative work being entered herewith was originally created by us and the client considers us, and no one else, as being creators of the work being entered. The work was released for the first time in the year 2013. It was produced based on a brief given by a regular client of ours, whose details are as above. The release was a part of the regular advertising activity requisitioned by the client and not created / released for the purpose of entering the Abby Awards 2014. The client has paid for its development as well as its release, against the bills raised by us.

Agency / Company : _____

(Entries will be accepted on individual company name. Do not club the agency with the group name.)

Agency / Company Address : _____

Person's Name : _____

Designation : _____ Signature : _____ Date : _____

Office Phone Numbers : _____ Mobile : _____

Email : _____ Fax : _____

ABBY ENTRY PRESENTATION BOARD

CATEGORY :

SUB CATEGORY :

ENTRY DETAILS :

OBJECTIVE OF ENTERED WORK :

CREATIVE SOLUTION :

RESULTS :