

AAAI & The Ad Club presents

GOAFEST

May 29-31, 2014

YOU WILL BE ABLE TO SUBMIT YOUR ENTRIES DIGITALLY AT THE GOAFEST MEDIA ABBY AWARDS.

Last Date for submitting Entries: Friday, April 11, 2014

MEDIA ABBY AWARDS

A. USE OF MEDIA

In these categories, your entry will be judged specifically on effective and creative use of the media, regardless of the product or service.

1. Best use of TV
2. Best use of Cinema
3. Best use of Newspapers and Magazines
4. Best use of Outdoor [Photographs with date stamp as proof required]
5. Best use of Ambient Media – including in theatre {Cinema} [Photographs with date stamp as proof required]
6. Best use of Experiential including large events
7. Best use of Special Events & Stunts/Live Advertising [Photographs with date stamp as proof required]
8. Best use of Radio
9. Best use of Sponsorship
10. Best use of Branded Content including in-film / on screen, in-serial, integration
11. Best use of Digital Media
 - a) Best use of Digital Search (seo and/or sem)
 - b) Best use of Social Media
 - c) Best use of Digital Display Advertising
 - d) Best Digital Content Creation Strategy (includes apps, video content, games etc).
 - e) Best use of Digital as a medium (must have at least 3 different aspects of digital covered eg. sem, seo, web development, social media, apps, games, digital content, mobile etc.)
 - f) Best use of Mobile Media.
12. Best use of Integrated Campaign [Entries in this category must include at least 3 types of media e.g. Press, TV, Radio].

B. SPECIALIST CATEGORIES

In these categories, your entry will be judged specifically on its appropriateness to the target audience, regardless of the medium used.

13. Youth Marketing
14. Pro Bono Marketing (this is an exclusive category. Entries of this cannot be entered in other categories).

NOTE: You can submit the same entry under 3 different categories from the 13 categories mentioned above. However, not more than 3 submissions will be allowed.

C. SOUTH ASIA CATEGORY (EXCLUDING INDIA) : SPECIAL AWARD

15. Best use of Integrated Campaign (Entries in this category must include at least 3 types of media e.g. Press, T.V., Radio)

Note: South Asian Countries can also send entries in the categories from 1 to 11, 13 & 14 in which case they will compete with all the Indian entries received in those categories.

MEDIA ABBY GRAND PRIX :

There will be only one Media Abby Grand Prix Award across all categories i.e. 1 to 14. This will go to the best amongst all Gold Winners. A Grand Prix is awarded to an entry that is a Gold winner in a particular category. As is followed internationally on the event day only the Grand Prix will be awarded for the said entry. Even in the sheet circulated post awards that gives the metal tally only Grand Prix will be shown and the Gold will be excluded.

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I. RULES & REGULATIONS

- 1. Only those agencies appointed for the purpose of media planning and /or buying by a client can submit work for that client.
- 2. Entries will not be accepted without a signed authorization from the advertiser / owner of the rights of the advertisement on the entry form.
- 3. All GOAFEST Media Abby entries submitted must be designed for implementation and must have been implemented for the first time between **1st January, 2013 and 31st December, 2013.**
- 4. All media solutions submitted must have been created within the context of a normal paying contract with a client, except in the category for non-profit organizations. The

client must have paid for all, or the majority of the media costs. The jury reserves the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) in the event that an entry is short-listed or declared a winner.

5. Adherence to material requirements is imperative in terms of format, duration, sizes shared under "Material and Sample Formats" in this brochure.
6. The organizers may refuse entries which offend national or religious sentiments, or public taste.
7. All payments must be accompanied by a statement/list mentioning the number of entries, payment made for each, and finally the total. **Entries with no/inadequate payment will not be accepted. No refunds shall be offered, for any reason whatsoever.**

II. JUDGING PROCESS: WILL BE PAPERLESS / AUTOMATED

1. The award-winning entries will be selected by the Media Abby Jury.
2. The jury's voting will be based on the 4 cornerstones listed below.
 - Innovative Media Strategy
 - Engaging Creativity
 - Encompassing the Audience
 - Effectiveness
3. The decision of the jury in all matters relating to the awarding of prizes will be final and binding.

III. AWARDS

Category prizes:

In each category, the jury will award Gold, Silver and Bronze Media Abby Awards to entries judged to be deserving of this honour. These awards will be given to the entrant companies.

IV. ENTRY DEADLINE

Friday, April 11, 2014, 5:00 pm. All materials, documentation and payments must be received at the Ad Club not later than the above mentioned date.

V. ENTRY REQUIREMENTS

1. All entries must relate either to one advertisement or campaign. Entries relating to more than one advertisement/campaign (even if promoting the same product) must be entered individually and paid for as separate entries.
2. It is permissible to submit the same entry for up to a maximum of 3 different categories, e.g. From (A) Use of Media & (B) Specialist Category. However, in this case, you must supply a separate entry form and a set of materials for each entry and also pay for each entry.

VI. MATERIAL REQUIREMENTS

1. A completed GOAFEST Media Abby Entry Form for each entry should be provided. Only the information contained in the forms will be reproduced in any printed material if your entry is short-listed or a winner. It is very important that this information be complete and correct in all respects. Please carefully check and re-check the credits you have entered. If you are short-listed or a winner credit will be published on our website it will be strictly on the basis of whatever is furnished by you in the Entry Form. **The two page entry form should not be a part of your case study in the USB or Pen Drive. It will be submitted physically.**

2. You will be required to answer against the following questions (A to F) separately as a case study in PDF File and also submit 1 hard copy of the entire case study to us.
 - A. Describe the communication goal(s) for this media entry. (50 words maximum)

 - B. Innovative Media Strategy (100 words maximum) : Show how your innovative media strategy represents a new, consumer insight based approach, gaining extra receptivity for the brand's message and strengthening the brand's connections with consumers.

 - C. Engaging Creativity (75 words maximum) : Show how the media and the message work together to enhance the overall impact of the effort and engage the consumer.

 - D. Encompassing the Audience (75 words maximum) : Show how the media idea travelled across and leveraged the most appropriate touch points and encompassed the target audience.

 - E. Effectiveness (50 words maximum) : Show how the effort maximized the value of the investment and generated marketplace results.

 - F. **STATEMENT PAGE – This page is an essential part of the case study hence it should be included in the PDF File.**

In brief, please answer the following questions :
 - a. Describe the brief from the client.
 - b. Describe your solution to the brief.
 - c. Describe the results in as much detail as possible (ideally response rates and return on investment but at least some client appreciation of the outcome).

3. Please ensure that you adhere to the word limit specified for each question. Failure to do so may result in disqualification. You should submit your answers as continuous text, without bullets, symbols or colour, as it will be copied into a uniform format for presentation to the jury. **Please ensure you do not refer to the name of your agency or any contributing creative companies or people within this submission.**

WHAT YOU SHOULD NOT SUBMIT :

Please do not submit a short version A/V along with your entry submission. **Short A/Vs 45 - 60 Seconds will be submitted by you only if your entry is shortlisted.** Should you feel appropriate you can make the presentation board a part of this A/V. We will use this material in the making of the A/V for the Award show.

VII. MATERIAL & SAMPLE FORMATS

- **Audio-Visual Presentation of your Entry:** For all entries, we strongly recommend that you prepare an Audio-Visual Presentation or video clip to support your entry. Along with the case study, this presentation will be used for jury deliberations. Our experience shows that juries find this the easiest way to understand and judge entries.
- This presentation should not exceed three minutes. A version longer than this will be disqualified. This explanatory clip will be 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 campaign with a simple, clear commentary in English summarizing your entry.

All materials must be supplied in the following formats:

- Audio-Visual Presentation or Video Clip: WMV file on a Pen Drive. Do not send TV or cinema ads as support material if they are also contained within your Audio-Visual Presentation (see below).
- Print / Outdoor: Send Jpegs, 300 dpi RGB, with longest side 420mm.
- Radio or Audio files: In MP3 format. Bit-rate 64 kbps, Compression ratio 22:1.

VIII. SUPPORTING MATERIAL AS PROOF FOR THE A/V – VIDEO CLIP

In addition, to the video clip you should supply relevant support material, depending on the type of entry you are submitting. You must supply at least the material relating to the media category you are entering as follows:

For Best Use of Magazines / Best Use of Newspapers, please supply a jpeg of the actual magazines or newspapers containing the ad(s).

For Best Use of Outdoor, please supply a jpeg of the proof(s) of the ad(s) or photo(s) of the ad(s)..

For Best Use of Radio, please supply your radio spot (maximum 90 seconds) as an MP3 file in English or with an English transcript attached. Not more than 3 spots.

For Special Events/Stunts, please supply a jpeg of the photographs of the events or stunts.

For Best Use of Digital Media, please supply A/V in WMV format.

Best use of Experiential including large events, please supply A/V in WMV format

For Best Use of Integrated Campaign and Specialist categories, Please make sure that the material provided can be easily understood and shown to the jury. Entries that are not in English should be translated or accompanied by a full translation.

It will be in your own interests to explain or translate any specific word play or local, social, cultural or political references and nuances.

IX. MATERIAL TO ILLUSTRATE YOUR SUBMISSION

For all entries, you must supply a Presentation Board in hard copy formats. (A2 size print out approximately 40cms x 60cms].

X. FEES

An entry fee of **Rs.7,304/- (inclusive of Service Tax)** is applicable for each piece of work entered in category 1 to 11, 13 and 14.

For **Category 12. Best Use of Integrated Campaign** the entry fee will be **Rs.10,113/- (inclusive of service Tax). This fee is payable only by demand draft to "AAAI - A/C GOAFEST".**

For South Asian Countries : the entry fee will be US \$22.47 (inclusive of service tax).

The organizers cannot accept any responsibility for entries lost in transit. Please fully cover all courier and mailing costs in advance, up to and including arrival at the Ad Club.

XI. MATERIAL & DOCUMENTS

The following material and documents should accompany your entries:

▪ HARD COPY FORMAT

1. GOAFEST Media Abby Entry Form
2. Presentation Board
3. 1 Copy of Case Study/Brief

▪ USB /PEN DRIVE

1. PDF File of Case Study / Brief.
2. 3 Minute video clip in WMV File
3. For other supporting material refer Point No. VII – Material and Sample Format.

Please send the above, along with a demand draft payable to "AAAI - A/C GOAFEST" should be sent by courier or registered mail to: The Advertising Club, 504, Radhe Vallabh Society, French Bridge Corner, Opera House, Mumbai – 400004.

- Tel : 91 – 22 – 23894091 / 23813034 / 23810213
- Fax : 91 – 22 – 23892067

- **email: adclub@vsnl.com**
- **Website: www.theadvertisingclub.net**

It is in your interest to confirm safe delivery of your entry. Please follow all the above instructions carefully. All entries submitted will become the property of the AAAI & Ad Club.

XII. MISCELLANEOUS

Each entrant must accept full responsibility for the quality of entries and discharges the organizers from any responsibility in respect of third parties. The decisions of the organizer in all matters relating to GOAFEST shall be final and binding.

HOW TO SUBMIT AN ENTRY

1. **USB or Pen Drive** : One USB or Pen Drive per category.
2. There should be a sticker on every USB or Pen drive stating :
 - Agency Name
 - Category Number & Name
 - No. of Case Studies
3. The USB or Pen Drive will have the case study in PDF format and the video clip in WMV format.
4. The video clip should not exceed 20 MB and go beyond 3 minutes under any circumstances. Kindly note that the 3 minutes video clip should not have any mention of your agency name or carry your logo.
5. The case study and the corresponding creative should have the same number.
For eg. 1. Best Use of TV - Lux pdf
1. Best Use of TV- Lux.wmv
6. **Please send one set of completed written case study along with the Entry Form duly filled in and duly authorized by the client and the agency representative. The Entry Form should be signed by the representative from Agency & Client.**

GOAFEST MEDIA ABBY 2014: ENTRY FORM

Category No. : _____

Category Description / Name : _____

Brand Name : _____

Title of Entry / Caption : _____

Date of 1st implementation/Release : _____

Date of Subsequent Release : _____

Entrant Agency / Company Name: _____

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

Contact Key Person's name:

Name: _____

Title / Position of Contact: _____

Agency / Company Address: _____

Tel / Mobile Number: _____

E Mail Id: _____

Signature: _____

Client Authorization is a must

Client Organization: : _____

Contact Person : _____

Tel No. : _____ Mobile No. : _____

E Mail Id: _____

Signature: _____

GOAFEST MEDIA ABBY 2014: ENTRY FORM

Names of people who had a significant input in the work submitted:

<u>Name</u>	<u>Company</u>	<u>Position</u>
Person1:	_____	_____
Person2:	_____	_____
Person3:	_____	_____
Person4:	_____	_____
Person5:	_____	_____
Person6:	_____	_____
Special Credits:	_____	

* The organizers take no responsibility for returning the entries and will be free to utilize the material in any manner that it deems fit. The decision of the organizers in all matters will be final and binding. Please read 'Call For Entries' e-brochure carefully before sending entries. Send entries to:

**The Secretariat,
The Advertising Club,**
504, Radhe Vallabh Society, Near French Bridge Corner,
Opera House, Mumbai - 400 004, India.
Tel: 91 - 22 - 23810213 / 23894091
Fax: 91 - 22 - 23892067
E-mail: adclub@vsnl.com
Website : www.theadvertisingclub.net