



Submission Guide

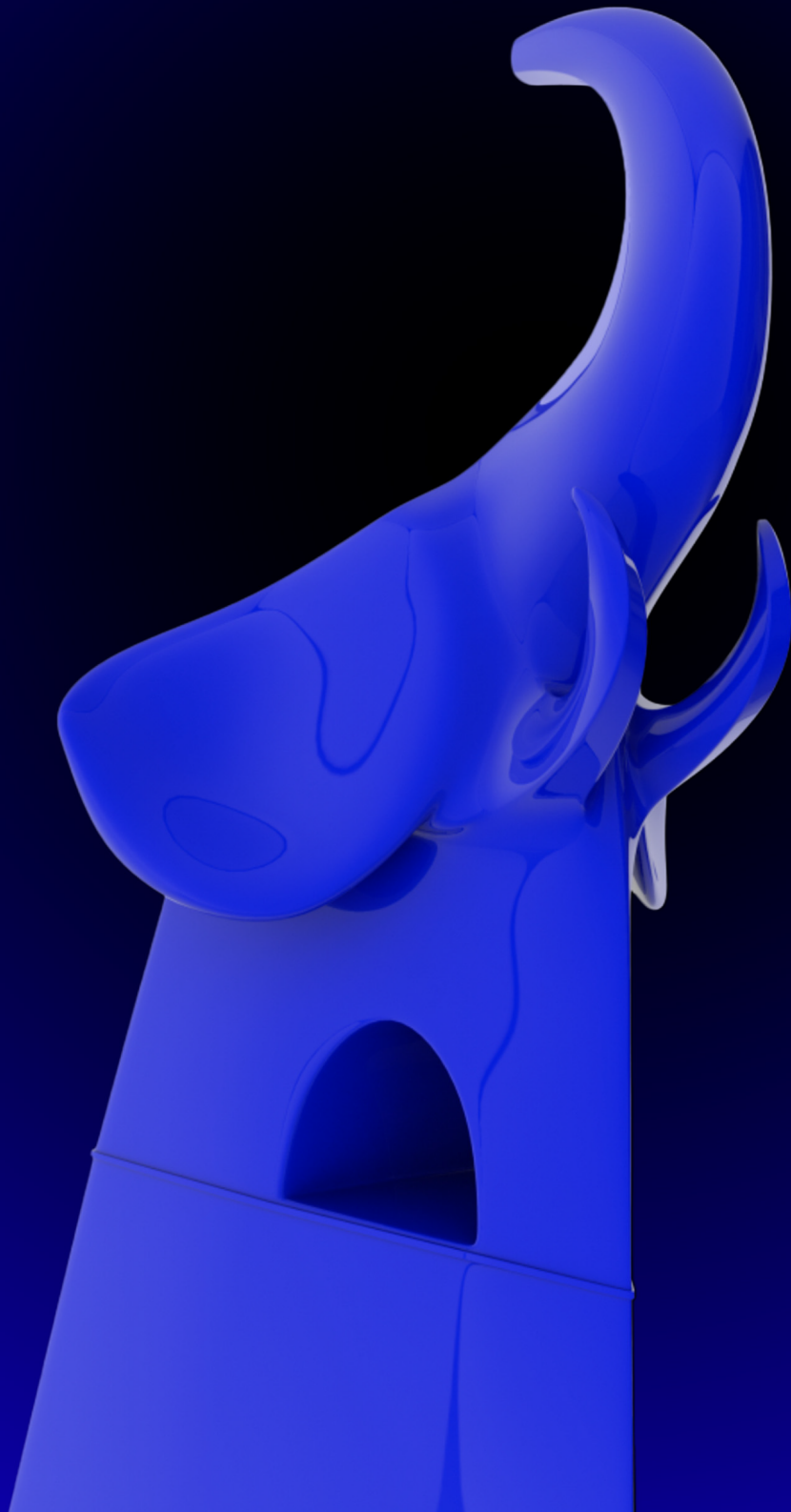


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About Kyoorius Creative Awards

Since 2014, the Kyoorius Creative Awards have honoured and recognised creative excellence across the Indian advertising, marketing and communications industries.

Presented by ZEE, the Kyoorius Creative Awards is an ethical and neutral platform designed to judge work purely on its own merit.

This translates to a non-hierarchical award structure. There are no Golds, Silvers or Bronzes.

The Elephant remembers the work, even when the rest of the world forgets.

Rightfully considered to be a symbol of being the very best, the Elephant literally carries weight.

What Makes KCA Unique?

Non-Hierarchical Award Structure

Every piece of work entered is judged on its own merit. There is no bronze, silver, and gold. There is only work that's worthy of our Elephants, and work that isn't.

Open Juries & Transparent Process

We have nothing to hide when it comes to our judging process. If you're interested, you can literally see for yourself.

Multi-National Jury

We are the first Indian advertising awards to have the best creative minds from across the globe as jury members alongside the best creative minds from our country.

The Zee Equality Award, presented by ICW

Created in collaboration with ICW, the Zee Equality Award is one of the only advertising awards that celebrates and honours the work that has a positive impact on gender inequality in India through innovative thinking.

Flagging Regressive Work

In partnership with ICW, all the entries we receive are filtered to ensure no overtly sexist, sexual or otherwise biased work makes its way through. Our jury can take this call as well, if they find work that doesn't meet these standards.



Important Dates

Final Deadline
**19 April
2024**

Judging
**26 April
to 11 May**

The First List
**6 May
2024**

Baby Elephants
**14 May
2024**

Awards Night
**24 May
2024**

What's New At KCA24?

50% GivenBack

For every entry that does not make it to the The First List at the 2024 Kyoorius Creative Awards, Kyoorius will GiveBack 50% of the entry fee to the entrant. It's a small gesture by Kyoorius, supported and made possible by ZEE, to support the creative community. [Read through the details here.](#) ↗

Easier & Simpler

In an effort to evolve with the times, better reflect realities, and make it easier for entrants, KCA24 introduces a revamped system that simplifies the awards under seven tracks.

Regional Advertising

Welcome a new discipline to the awards: Regional Advertising. This discipline celebrates creative excellence in the numerous native languages across the length and breadth of the country.

Creativity In PR & Media

'Creativity In PR' rewards creative excellence of PR-first ideas, while 'Creativity In Media' honours excellent media-first ideas.

Health & Pharma

KCA24 recognises the vital role healthcare brands and agencies play. The Health & Pharma discipline will allow entrants to compete on a fair playing field to celebrate and honour specialist creative work.



Meet The Elephants



The Baby Elephant

Stellar work that meets all of the stringent judging criteria is honoured with The Baby Elephant. This is work that deserves to sit at a higher notch than the mass of advertising, design, marketing communications or visual communications work seen by one and all. Winners of the Baby Elephant are featured in the Kyoorius Awards Annual.

Traditionally, only 10% to 15% of all entries submitted are deemed worthy of a Baby Elephant.



The Blue Elephant

The Blue Elephant is recognised as a symbol of the very highest creative achievement. All winners receive the Blue Elephant trophy, are showcased in the Kyoorius Awards Annual, and are eligible to use the Blue Elephant mark for publicising their work.

Traditionally, only 1% to 3% of total entries submitted are honoured with a Blue Elephant.



The Purple Elephant

Created in collaboration with Indian Creative Women, the Purple Elephant celebrates the winners of the ZEE Equality Awards. This is the work that has addressed and impacted gender inequality in India through innovative thinking. The work may include powerful representation of gender, and should set out to create a positive impactful change.



The Black Elephant

The Black Elephant is reserved for truly outstanding, best of show work that sets and surpasses the global standards of excellence and practices. A highly coveted, rare, and most prestigious achievement, a Black Elephant winner is showcased in the Kyoorius Awards Annual, and is eligible to use the Black Elephant mark for publicising the work.

Since 2014, only 23 works have won a Black Elephant. There have also been years where no entry has been deemed worthy of its high stature.

Eligibility & Rules

Eligibility:

All work must be published or commercially released for the first time between January 1, 2023 – March 31, 2024

“Published or Commercially Released” means the work appeared in a form of mass media exposed to a substantial audience.

Requirements:

Entries must be submitted by industry professionals only.

One-time advertisements or pieces of work are eligible, as long as you can submit a client contact name, phone number and email address with the entry.

This information will be used to verify the work if it is questioned during the judging process.

Submission Restrictions:

Please refer to individual category requirements for specific category regulations.

The exact same piece in different executions may NOT be entered into the same category.

Work produced on behalf of Kyoorius and its programming, including the Kyoorius Creative Awards, Kyoorius Design Awards, Kyoorius Young Blood Awards, Kyoorius Designyatra, etc. is not eligible.

Work entered into any previous editions of the Kyoorius Creative Awards are not allowed to enter, unless there is significant, undeniable development of the work.

Language Restrictions

English translations are required for all work. These can be included in the ‘Translation’ section when creating your entry online.

Video Entries: For video entries in non-English languages, please provide English subtitles.

Eligibility & Rules

Non-Compliance:

Kyoorius reserves the right to review all entries questioned during the judging process. Not complying with the rules and/or attempting to enter fraudulent work will result in the following:

- An agency, the regional office of an agency network, or the independent agency that enters an ad made for non-existent clients, or found to be made and run without a client's approval, will be banned from entering Kyoorius Creative Awards for 5 years.
- The team credited on the fake work will be banned from entering the Kyoorius Creative Awards for 5 years.
- An agency, the regional office of an agency network, or the independent agency that enters work that has run once, on late night TV, or has only run because the agency produced a single piece of work and paid to run it themselves, will be banned from entering the Kyoorius Creative Awards for 3 years.*

*Note: Kyoorius reserves the right to review 'late-night, ran once and launch versions', at discretion. If it is determined that the work was created expressly for award show entry, the penalty will hold.

Terms & Conditions:

All entries become the property of Kyoorius Communications Pvt. Ltd. and will not be returned.

Kyoorius may require proof of publication for all entries, and has the right to request additional proof of initial publication and/or air date to be submitted within 15 days of the request.

The entrant also grants permission to Kyoorius to show, copy or play the entries at times as Kyoorius deems appropriate. If any media publishing or broadcast house shall agree to telecast a news or other program relating to the Kyoorius Creative Awards, the entrant further agrees to obtain any permissions and to absorb talent or other residual charges incurred by inclusion of his or her entry in the program, if required.

All entries are subject to the rules of the Kyoorius Creative Awards. Decisions of judges on all matters during judging, including qualifications and categories, are final.

Any and all disputes will be decided by the Kyoorius Board of Directors. Kyoorius reserves the right to disqualify work that it finds to be fatally compromised.

Glossary Of Terms

Category Structure:

- **Track:**
The broad genre in which an idea or work has developed (e.g. Advertising, Craft, Commerce, etc.)
- **Discipline:**
The various classifications of work under which entries may be submitted. (e.g. Print, Film, Branded Content, etc.)
- **Category:**
The specific media or platform type (e.g. Direction, Digital Billboards, TV, etc.)
- **Subcategory:**
The most specific detail of entry category selection. Multiple subcategories may be listed within a category.

Elements:

This refers to how many pieces were part of your campaign. i.e. 4 posters count as 4 elements, 3 posters count as 3 elements.

*Note: Case Study Videos count as 1, single element — the video should contain an overview of the various elements of your campaign.

- **Single:**
A single piece of work that may or may not be part of a campaign.
- **Series:**
Three to five pieces / elements of work that are part of the same campaign.
*Note: Two pieces / elements / must be entered as two Single entries; they do not count as a Series.

Submission Media:

This refers to the material and content that the jury will be reviewing. This can include videos, audio files, URLs or PDFs.

- **Content Video:**
A video with content as it has originally aired. Content Videos contain no extraneous information and should not include background, explanation or results.
- **Case Study Video:**
A video that provides an explanation of the project. It should focus on the idea of the project and its creative execution. These videos may also include cultural background, explanation and results. Case Study videos cannot be more than 120 seconds long in duration.
- **Image:**
A digital image of work as originally published, or that provides an explanation of the project. It should focus on the idea of the project and its creative execution. The image may also include cultural background, explanation and results. Images cannot have extraneous information and should not include background, explanation or results.
- **Audio:**
Audio files of audio-only ads as they were originally aired.
- **URLs:**
URLs to websites / apps. Please ensure the links are active and working.


How To Enter?

Enter using the entry portal
for the Kyoorius Creative
Awards on **kca.kyoorius.com**

How To Enter?
Tutorial Video 

Information Required:

- **Entry Title:**
What is the ad / campaign called? This will be the Title that will be announced if you win at KCA.
- **Brand:**
Which brand did you work on? Please enter the brand / product here.
- **Client:**
Who was the client on the project? Please do not mention names of individuals, only mention the company.
- **Description:**
Describe your project in 200 words or less; the jury will see this. Please spend time on your descriptions as these will provide context to the jury regarding your work. If you are entering the same piece of work in multiple categories, ensure your description is catered to those categories, please avoid repeating a description everywhere.
- **Entrant Company:**
What is your company called? This won't be viewable to the jury, we collect this information for the award show and the winner showcase.
- **English Translation:**
A translation to English is required for all entries which are not originally in English.
- **Company Credits:**
Which companies worked on the project? Please credit your collaborators on the project.
- **Individual Credits:**
The individuals who worked on the project. Please credit team members and individual collaborators.
- **Reference Image:**
All entries require high resolution digital images. These act as thumbnails for your entry and they won't be judged.
- **Media:**
The media varies as per categories. Please upload the required media.

Read
the FAQs 

Payment

Price Per Entry:

Advertising, Craft,
Experience & Engagement,
Commerce, Entertainment,
Health & Pharma and
Creativity For Good:
**INR 15,000 + 18% GST
as applicable**

Regional Advertising:
**INR 10,000 + 18% GST
as applicable**

ZEE Equality Awards,
presented by ICW:
No entry fee

All payments must be made in Indian Rupees. All offline payments must reach Kyoorius within 15 days after the date on your Proforma Invoice.

- **Online payments** are accepted via credit card or debit card. Mastercard and Visa credit and debit cards are accepted via VeriSign Secure Online Payment Gateway.
- For the total amount of fees, **cheques** must be made payable to: Kyoorius Communications Pvt. Ltd.
*Note: All cheques must be drawn on an Indian bank, and payable in Indian rupees.
- Entrants may arrange for payment via **netbanking or NTGS / REFT transfer**. Account details will be given during the payment process.

All entry fees are nontransferable. Whether you select online or offline payment, you are committing to pay for your entries in full.

GiveBack

Over 70% of all entries in any award show do not receive any awards. This deters many agencies, be it networks, and especially independents and individuals, from even entering.

We've seen this at the Kyoorius Creative Awards as well. Only 23% to 28% of total entries received make it to The First List, or the entries that are potentially Elephant worthy.

This year, Kyoorius GivesBack.

For every entry that does not make it to the The First List at the 2024 Kyoorius Creative Awards, Kyoorius will GiveBack 50% of the entry fee to the entrant.

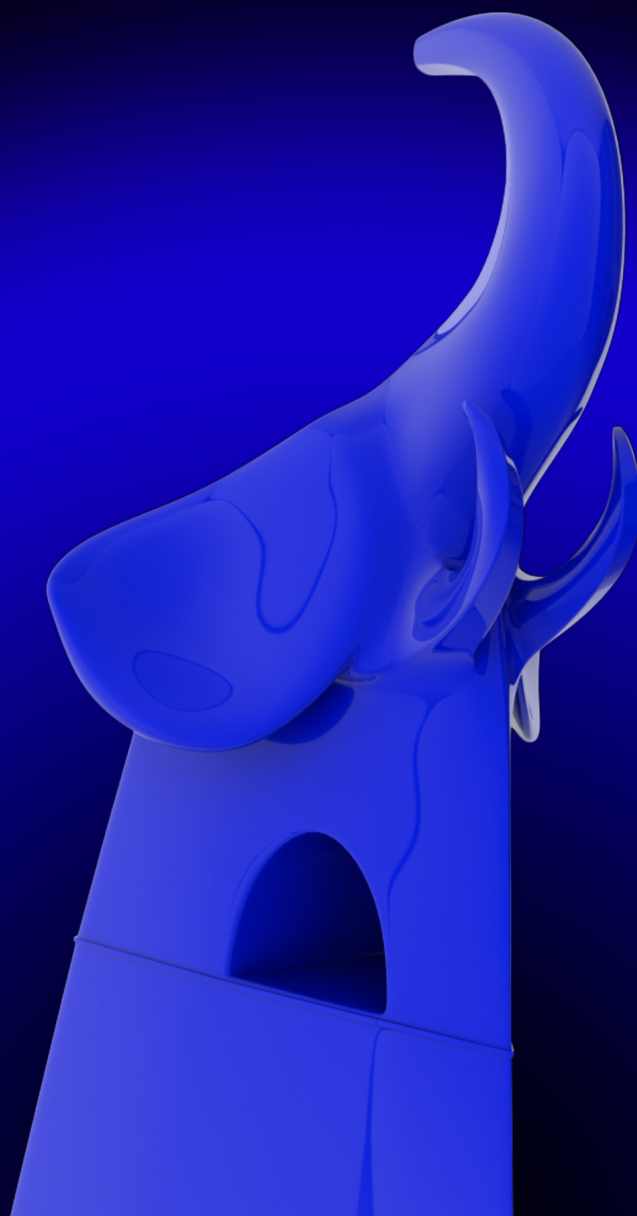
It's a small gesture by Kyoorius, supported and made possible by ZEE, to support the creative community in their goal to use award shows as a way to recognise creative excellence.

Terms & Conditions:

1. All entry amounts must be paid in full (including GST) before 19 April 2024 to be eligible for judging.
2. All individual entries that don't graduate to The First List, will be eligible to take back 50% of the entry amount.
3. Kyoorius will issue a credit note for the 50% return (including GST) and the refund will happen via Bank Transfer or Cheque depending on details available with us.
4. All return payments will be made within 30 to 45 days of receiving the individual entrant's bank details, after the The First List is announced.

ADVERTISING

Press
Outdoor
Radio & Audio
Film
Broadcast
Digital & Social Media
Integrated



Advertising released in newspapers, magazine or any other published book or print media.

Considerations:

Tips:

1. Do NOT include any agency information or slates.
2. Please ensure all the submitted material is in high resolution.
3. If you are entering the same piece of work in multiple categories, ensure your description is catered to those categories, please avoid using the same everywhere.
4. Please provide English translations. These can be embedded into the piece of work or you can add it directly on the entry website.

For Images:

File Size ≤ 5 MB

File Formats: jpg/jpeg

Dimensions: Longest side ≥ 2400 px

For Case Study AV:

File size ≤ 200Mb

Duration ≤ 120 seconds

Aspect Ratio: 16x9

Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Press Advertising

Advertising that has appeared in a newspaper, magazine or any other published book.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Topical Press Advertising

Advertising that has appeared in newspapers or magazines or other publications and use the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Innovation In Press Advertising

Ads or campaigns that innovates existing tools or new technologies to push the boundaries of press advertising or the print medium.

Submission Media: Image / Case Study AV

Elements: Single (1)

OUTDOOR

11

Advertising created for Out-Of-Home media such as posters, billboards, ambient media or point of purchase items.

NOTE: Enter outdoor experiences and activations under the Experiential Marketing discipline.

Considerations:

Tips:

1. Do NOT include any agency information or slates.
2. Please ensure all the submitted material is in high resolution.
3. If you are entering the same piece of work in multiple categories, ensure your description is catered to those categories, please avoid using the same everywhere.
4. Please provide English translations. These can be embedded into the piece of work or you can add it directly on the entry website.

For Images:

File Size ≤ 5 MB

File Formats: jpg/jpeg

Dimensions: Longest side ≥ 2400 px

For Case Study AV:

File size ≤ 200Mb

Duration ≤ 120 seconds

Aspect Ratio: 16x9

Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Posters

Advertising that has appeared in the form of posters at an out-of-home site.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Traditional Billboards

Advertising that has appeared on a traditional billboard.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Digital Billboards

Advertising that has appeared on a digital billboard.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Ambient & Point Of Purchase

Advertising that has appeared at the point of purchase, or is an example of a non-traditional out-of-home ad.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Topical Posters & Outdoor Advertising**

Advertising that has appeared on a traditional or non-traditional out-of-home site and uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Innovation In Outdoor Advertising

Ads or campaigns that innovate existing tools or new technologies to push the boundaries of out-of-home advertising or the outdoor medium.

Submission Media: Image / Case Study AV

Elements: Single (1)

RADIO & AUDIO

13

Audio-only advertising or work meant purely for audio-only platforms and consumption. Includes advertising and work for all kinds of broadcast radio and any digital audio-only streaming or publishing services.

Considerations:

Tips:

1. Do NOT include any agency information or slates.
2. Please ensure all the submitted material is in high resolution.
3. If you are entering the same piece of work in multiple categories, ensure your description is catered to those categories, please avoid using the same everywhere.
4. Please provide English translations. These can be embedded into the piece of work or you can add it directly on the entry website.

For Audios:

File Size ≤ 200 MB
File Formats: mp3

For Images:

File Size ≤ 5 MB
File Formats: jpg/jpeg
Dimensions: Longest side ≥ 2400 px

For Case Study AV:

File size ≤ 200Mb
Duration ≤ 120 seconds
Aspect Ratio: 16x9
Resolution: 1920 px x 1080 px
Format: mp4/mov
Codec: H.246 (max bitrate 8196 kbps)
Audio Compression: AAC

CATEGORY

Radio & Audio Spots:

01 to 30 Seconds

A single audio-only ad with a duration up to 30 seconds.

Submission Media: Audio

Elements: Single (1)

Radio & Audio Spots:

30 to 60 Seconds

A single audio-only ad with a duration between 30 and up to 60 seconds.

Submission Media: Audio

Elements: Single (1)

Radio & Audio Spots:

More Than 60 Seconds

A single audio-only ad with a duration more than 60 seconds.

Submission Media: Audio

Elements: Single (1)

CATEGORY**Radio & Audio Spots:****Campaign**

A series of 3 to 5 unique audio-only ads, with either the same, or differing durations.

Submission Media: Audio / Case Study AV

Elements: Series (3 to 5)

Topical Radio & Audio Advertising

Audio-only advertising that uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

Radio & Audio Craft:**Casting & Performance**

Audio-only advertising where the casting and performance brings the creative idea to life.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

Radio & Audio Craft:**Direction**

Audio-only advertising where the direction brings the creative idea to life.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

Radio & Audio Craft:**Editing**

Audio-only advertising where the editing brings the creative idea to life.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

Radio & Audio Craft:**Sound Design**

Audio-only advertising where the sound design brings the creative idea to life.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

Radio & Audio Craft:**Use Of Music**

Audio-only advertising where the use of music brings the creative idea to life.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

CATEGORY**Radio & Audio Craft:****Writing & Scripts**

Audio-only advertising where the writing or the script brings the creative idea to life.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

Innovation In Radio & Audio Advertising

Ads or campaigns that innovates existing tools or new technologies to push the boundaries of audio-only advertising or the radio or audio-only media.

Submission Media: Image / Case Study AV

Elements: Single (1)

FILM

16

Audio-visual advertising that has been commercially released on television, cinemas, or other digital platforms and screens.

NOTE: Please do not enter multiple executions of the same work or campaign under different categories.

Considerations:

Tips:

1. Do NOT include any agency information or slates.
2. Please ensure all the submitted material is in high resolution.
3. If you are entering the same piece of work in multiple categories, ensure your description is catered to those categories, please avoid using the same everywhere.
4. Please provide English translations. These can be embedded into the piece of work or you can add it directly on the entry website.

What is a Content AV?

Content AV is the advertisement itself as it was published on TV/digital platforms.

Please do not enter the director's cut.

Do not include any colour bars or tones.

For Images:

File Size ≤ 5 MB

File Formats: jpg/jpeg

Dimensions: Longest side ≥ 2400 px

What is a Case Study AV?

Under FILM, case study AV is required only in the Innovation in Film category, wherein you need to showcase the innovation, the process behind it, and the results of the innovation in the form of the film.

For AV:

File size ≤ 200Mb

Aspect Ratio: 16x9

Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

TV & Cinema: 01 to 30 Seconds

A single ad or promotional film, released primarily on television or in the cinema, with a duration up to 30 seconds.

Submission Media: Content AV

Elements: Single (1)

TV & Cinema: 30 to 60 Seconds

A single ad or promotional film, released primarily on television or in the cinema, with a duration between 30 and up to 60 seconds.

Submission Media: Content AV

Elements: Single (1)

TV & Cinema: More Than 60 Seconds

A single ad or promotional film, released primarily on television or in the cinema, with a duration more than 60 seconds.

Submission Media: Content AV

Elements: Single (1)

CATEGORY**TV & Cinema: Campaign**

A series of 3 to 5 unique ad or promotional films, with either the same, or differing durations, released primarily on television or in the cinema.

Submission Media: Content AV

Elements: Series (3 to 5)

Online & Social Films: 01 to 15 Seconds

A single ad or promotional film released primarily online or social media (on any digital platform) with a duration up to 15 seconds.

Submission Media: Content AV

Elements: Single (1)

Online & Social Films: 15 to 30 Seconds

A single ad or promotional film released primarily online or social media (on any digital platform) with a duration between 15 and up to 30 seconds.

Submission Media: Content AV

Elements: Single (1)

Online & Social Films: 30 to 60 Seconds

A single ad or promotional film released primarily online or social media (on any digital platform) with a duration between 30 and up to 60 seconds.

Submission Media: Content AV

Elements: Single (1)

Online & Social Films: More Than 60 Seconds

A single ad or promotional film released primarily online or social media (on any digital platform) with a duration more than 60 seconds.

Submission Media: Content AV

Elements: Single (1)

Online & Social Films: Campaign

A series of 3 to 5 unique ad or promotional films, with either the same, or differing durations, released primarily online or social media (on any digital platform).

Submission Media: Content AV

Elements: Series (3 to 5)

Topical Film Advertising

Ads or promotional films that use the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Other Screens & Events**

Ads or promotional films released at an event or on a screen besides television, cinema or digital platforms.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Innovation In Film Advertising

Ads or campaigns that innovates existing tools or new technologies to push the boundaries of film advertising and film craft.

Submission Media: Image / Case Study AV

Elements: Single (1)

BROADCAST

19

Audio-visual idents and programming promotions created and released on broadcast channels or digital platforms.

Considerations:

Tips:

1. Do NOT include any agency information or slates.
2. Please ensure all the submitted material is in high resolution.
3. If you are entering the same piece of work in multiple categories, ensure your description is catered to those categories, please avoid using the same everywhere.
4. Please provide English translations. These can be embedded into the piece of work or you can add it directly on the entry website.

For Content AV:

File size ≤ 200Mb

Aspect Ratio: 16x9

Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Idents

Idents that have been produced for and by a broadcast network.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Promos

Promos produced by a broadcast network for specific programming.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

DIGITAL & SOCIAL MEDIA

20

Advertising and marketing communications for digital and social media platforms.

NOTE: Do not enter any films in this discipline. Films must only be entered in the relevant Online & Social Films category in the Films discipline, or in other tracks as applicable.

Considerations:

Tips:

1. Do NOT include any agency information or slates.
2. Please ensure all the submitted material is in high resolution.
3. If you are entering the same piece of work in multiple categories, ensure your description is catered to those categories, please avoid using the same everywhere.
4. Please provide English translations. These can be embedded into the piece of work or you can add it directly on the entry website.

What is a Content AV?

Content AV is the advertisement itself as it was published on digital platforms. Please do not enter the director's cut. Do not include any colour bars or tones.

What is a Case Study AV?

Case Study AVs show the process behind the inception of the campaign and how it played out. Please make sure the duration of the Case Study AV is under 120 seconds.

For AV:

File size ≤ 200Mb
Aspect Ratio: 16x9
Resolution: 1920 px x 1080 px
Format: mp4/mov
Codec: H.246 (max bitrate 8196 kbps)
Audio Compression: AAC

For Images:

File Size ≤ 5 MB
File Formats: jpg/jpeg
Dimensions: Longest side ≥ 2400 px

For URLs:

Please make sure the URL you share is active. If your website is behind a paywall, please provide details to go past that.

CATEGORY

Digital Push & Search Advertising: Banners & Display Advertising

Display advertising in paid-for online spaces, including banners, pop-ups, takeovers, etc.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

Digital Push & Search Advertising: Newsletters & Push Marketing

A single piece of digital content that helps 'push' an audience towards the marketing objective. Includes e-mails, e-newsletters, e-brochures, etc.

Submission Media: Image / Content AV

Elements: Single (1)

CATEGORY**Digital Push & Search Advertising:****Organic Search & SEO**

Search engine advertising or marketing campaign.

Submission Media: Image / Case Study AV

Elements: Single (1)

Digital Push & Search Advertising:**Websites**

Websites, microsites or blogs launched as part of a promotional campaign for a purely brand-led activity.

Submission Media: URL / Case Study AV

Elements: Single (1)

Social:**Posts On Social Media**

Posts released on any social media network. Please do NOT enter films. These should be entered in the Film discipline, under the relevant Online & Social Films category.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

Social:**Channels On Social Media**

A brand's presence as a channel on any social media platform. Entries must show use of several posts from the same channel.

Submission Media: Image / Case Study AV

Elements: Single (1)

Social:**Topical Social OR Real-Time Response**

The use of real-time information to create a brand-centric message, released on any social media platform.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

Social:**User Engagement & Community Building**

Posts that aims to develop, encourage and generate user engagement on a social media network.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Social:****Co-Creation & User-Generated Content**

Branded content derived from user-submitted material.

Submission Media: Image / Case Study AV

Elements: Single (1)

Social:**Influencer Marketing**

Partnering with social influencers to promote a brand through that social influencer's audience or style. The social influencer must play an integral role in the campaign.

Submission Media: Image / Case Study AV

Elements: Single (1)

Social:**Livestreams, Active Engagement & Other Activations**

A campaign on social media that primarily uses livestreams, or any other activation method meant to actively engage the audience.

Submission Media: Image / Case Study AV

Elements: Single (1)

Social:**Innovation In Social Media**

A campaign on social media that innovates existing tools or new technologies to push the boundaries of what's possible on social media.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

INTEGRATED

Integrated advertising refers to campaigns where a singular idea or consistent brand message has been deployed across multiple media.

Considerations:

Tips:

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4. Please provide English translations. These can be embedded into the piece of work or you can add it directly on the entry website.

For Images:

File Size ≤ 5 MB

File Formats: jpg/jpeg

Dimensions: Longest side ≥ 2400 px

For Case Study AV:

File size ≤ 200Mb

Duration ≤ 120 seconds

Aspect Ratio: 16x9

Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Integrated Campaign

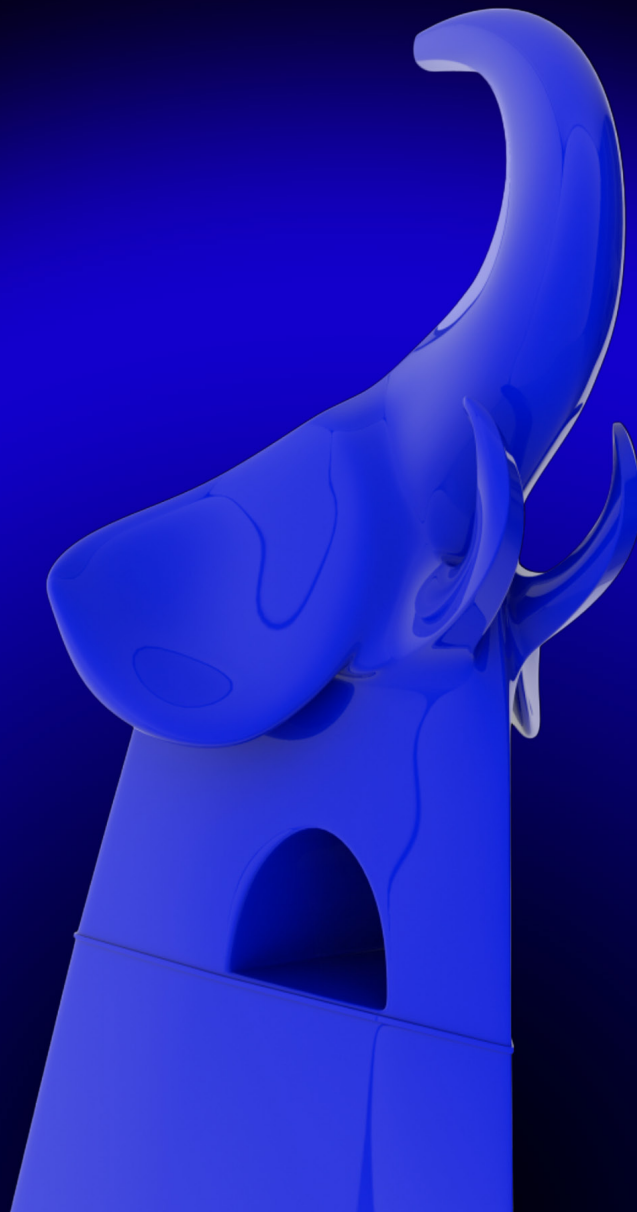
Campaigns where a central idea connects across multiple media.

Submission Media: Image / Case Study AV

Elements: Single (1)

REGIONAL ADVERTISING

**Press
Outdoor
Radio & Audio
Film
Branded Content
Experiential & Activations
Digital & Social Media
Integrated Campaign**



REGIONAL ADVERTISING

25

Advertising produced in any Indian language, apart from Hindi or English.

Note: Entries in Hindi and English must be submitted to any other relevant tracks.

Considerations:

Tips:

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4. Please provide English translations. These can be embedded into the piece of work or you can add it directly on the entry website.

What is a Content AV?

Content AV is the advertisement itself as it was published on digital platforms. Please do not enter the director's cut. Do not include any colour bars or tones.

What is a Case Study AV?

Case Study AVs show the process behind the inception of the campaign and how it played out. Please make sure the duration of the Case Study AV is under 120 seconds.

For AV:

File size ≤ 200Mb
Aspect Ratio: 16x9
Resolution: 1920 px x 1080 px
Format: mp4/mov
Codec: H.246 (max bitrate 8196 kbps)
Audio Compression: AAC

For Images:

File Size ≤ 5 MB
File Formats: jpg/jpeg
Dimensions: Longest side ≥ 2400 px

For Audios:

File Size ≤ 200 MB
File Formats: mp3

CATEGORY

Regional Press

Advertising that appears in newspapers, magazines, books or other printed material.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

Regional Outdoor

Advertising that appears on traditional or non-traditional out-of-home sites.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Regional Radio & Audio**

Audio-only ads.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

Regional Film

Ad or promotional film.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Regional Branded Content

Pieces of branded content.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

Regional Experiential & Activations

Any live brand experience or activation.

Submission Media: Image / Case Study AV

Elements: Single (1)

Regional Digital & Social Media

Ads or posts released on a digital or social media network, platform or website.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

Regional Integrated Campaign

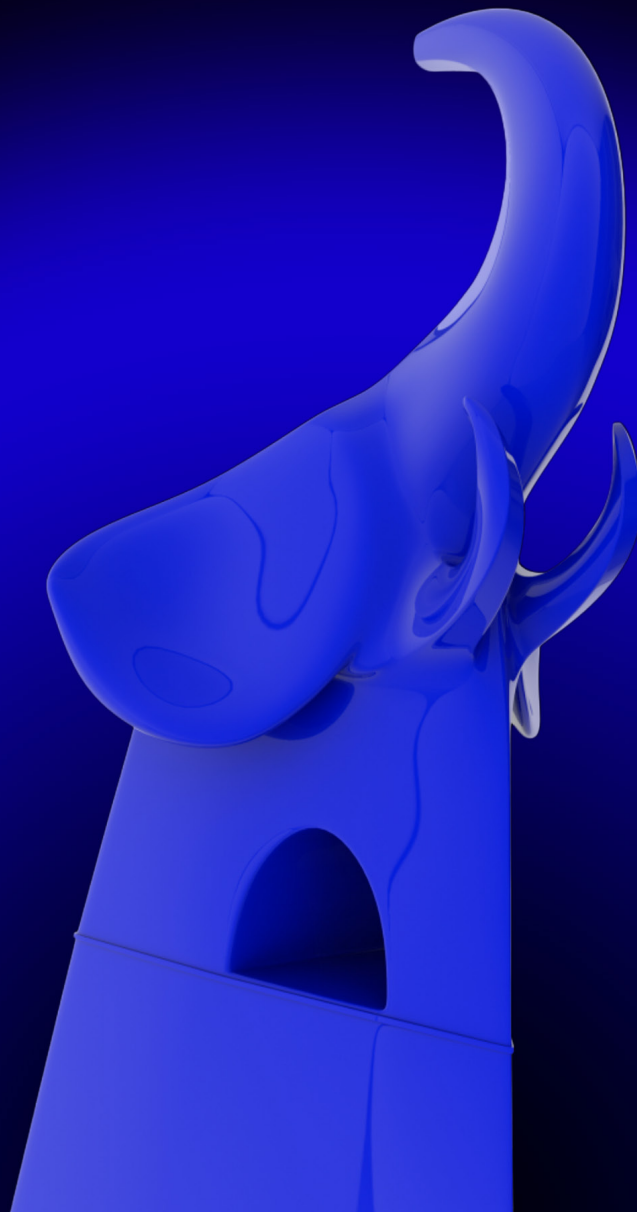
A campaign that uses two or more media that is intended to raise awareness or inform the masses about a public concern.

Submission Media: Image / Case Study AV

Elements: Single (1)

CRAFT

Industry Craft
Film Craft
Digital Design & Craft



Advertising that uses traditional craft techniques and skills to bring the creative idea to life. Meant purely for Press, Outdoor and Ambient advertising.

Considerations:

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For Images:

File Size ≤ 5 MB

File Formats: jpg/jpeg

Dimensions: Longest side ≥ 2400 px

For Case Study AV:

File size ≤ 200Mb

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Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Art Direction:

Press

Advertising that has appeared in a newspaper, magazine or other published book, where the art direction brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Art Direction:

Billboards & Posters

Posters or ads that have appeared on a traditional billboard where the art direction brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Art Direction:

Ambient, POP, Mailers & Physical Items

Traditional or non-traditional, out-of-home communication where the art direction brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Copywriting:****Press**

Advertising that has appeared in a newspaper, magazine or other published book, where the copywriting brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Copywriting:**Billboards & Posters**

Posters or ads that have appeared on a traditional billboard where the copywriting brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Copywriting:**Ambient, POP, Mailers & Physical Items**

Traditional or non-traditional, out-of-home communication where the copywriting brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Illustration:**Press**

Advertising that has appeared in a newspaper, magazine or other published book, where the illustration brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Illustration:**Billboards & Posters**

Posters or ads that have appeared on a traditional billboard where the illustration brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Illustration:**Ambient, POP, Mailers & Physical Items**

Traditional or non-traditional, out-of-home communication where the illustration brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Photography:****Press**

Advertising that has appeared in a newspaper, magazine or other published book, where the photography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Photography:**Billboards & Posters**

Posters or ads that have appeared on a traditional billboard where the photography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Photography:**Ambient, POP, Mailers & Physical Items**

Traditional or non-traditional, out-of-home communication where the photography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Typography:**Press**

Advertising that has appeared in a newspaper, magazine or other published book, where the typography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Typography:**Billboards & Posters**

Posters or ads that have appeared on a traditional billboard where the typography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Typography:**Ambient, POP, Mailers & Physical Items**

Traditional or non-traditional, out-of-home communication where the typography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

FILM CRAFT

31

Audio-visual advertising or commercial work where film craft techniques and skills brings the creative idea to life.

NOTE: This discipline will be judged by a specialist jury of directors, production experts, filmmakers and creatives.

Considerations:

Tips:

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What is a Content AV?

Content AV is the advertisement itself as it was published on TV/digital platforms.

Please do not enter the director's cut.

Do not include any colour bars or tones.

What is a Case Study AV?

Under FILM CRAFT, case study AV is required only in the Data & Technology category, wherein you need to showcase the how data was used to bring the film to life.

For AV:

File size ≤ 200Mb

Aspect Ratio: 16x9

Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Animation

Ad or promotional films where the animation bring the creative idea to life.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Casting & Performance

Ad or promotional films where the casting and performance bring the creative idea to life.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Cinematography

Ad or promotional films where the cinematography brings the creative idea to life.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Data & Technology**

Ad or promotional films where the creative use of data and technology is fundamental to production bringing the creative idea to life.

Submission Media: Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

Direction

Ad or promotional films where the direction brings the creative idea to life.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Editing

Ad or promotional films where the editing brings the creative idea to life.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Formats & Layouts

Ad or promotional films where the film craft makes the best use of output format / unconventional screen sizes and layouts. (Horizontal films / Square films, etc.)

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Production Design

Ad or promotional films where the production design brings the creative idea to life.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Produced Under INR 10 Lakh

Ad or promotional films that has been produced under a budget of INR 10 lakh.

Entrants must declare the total budget of the film.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Sound Design / SFX

Ad or promotional films where the sound design and sound effects bring the creative idea to life.

Submission Media: Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Use Of Music**

Ad or promotional films where the use of music brings the creative idea to life.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Visual Effects / VFX

Ad or promotional films where the visual effects bring the creative idea to life.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Writing & Scripts

Ad or promotional films where the writing or the script bring the creative idea to life.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

DIGITAL DESIGN & CRAFT

34

Advertising or marketing communications created for digital platforms and screens that uses digital craft techniques and skills to bring the creative idea to life. NOTE: Do not enter any films in this discipline. Films are only to be entered in the Film Craft discipline.

Considerations:

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What is a Case Study AV?

Case Study AVs show the process behind the inception of the campaign and how it played out. Please make sure the duration of the Case Study AV is under 120 seconds.

For AV:

File size ≤ 200Mb
Aspect Ratio: 16x9
Resolution: 1920 px x 1080 px
Format: mp4/mov
Codec: H.246 (max bitrate 8196 kbps)
Audio Compression: AAC

For Images:

File Size ≤ 5 MB
File Formats: jpg/jpeg
Dimensions: Longest side ≥ 2400 px

CATEGORY

Form:

Digital Art Direction, Illustration or Photography

Pieces of digital work where art direction or illustration or photography helps bring the creative idea to life. Please note that films should be entered into the relevant "Film Craft" discipline.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

Form:

Motion Graphics & Animation

Pieces of digital work where motion graphics or animation helps bring the creative idea to life. Please note that films should be entered into the relevant "Film Craft" discipline.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Form:****Sound Design Or Use Of Music**

Pieces of digital work where sound design or use of music helps bring the creative idea to life. Please note that films should be entered into the relevant "Film Craft" discipline.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

Form:**Writing For Digital & Social Media**

Pieces of digital work where the craft of writing helps bring the creative idea to life.

Please note that films should be entered into the relevant "Film Craft" discipline.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

Design:**UX**

Work that showcases relevant, seamless or consistent user experience at every point of interaction, with particular focus on the overall support, structure and usability.

Submission Media: Image / Case Study AV

Elements: Single (1)

Design:**UI**

The overall achievement in aesthetic composition and fluidity of digital / graphic design to enhance user interaction.

Submission Media: Image / Case Study AV

Elements: Single (1)

Content:**Cross-Channel Storytelling**

Creation of cross-platform digital content that develops or embodies a brand identity.

Submission Media: Image / Case Study AV

Elements: Single (1)

Content:**Real-Time Contextual Content**

Creation of real or near time content allowing brands to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY

Content:

Personalised Storytelling & Experience

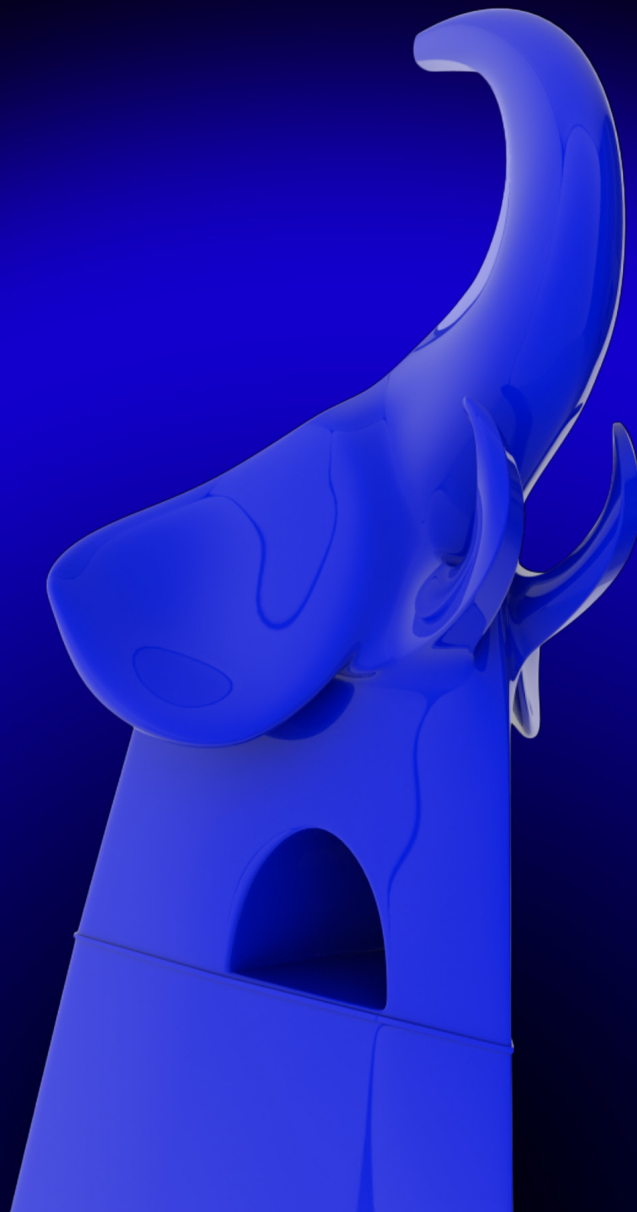
Dynamic, intuitive, targeted and highly relevant content or digital experiences created for specific audiences.

Submission Media: Image / Content AV

Elements: Single (1)

EXPERIENCE & ENGAGEMENT

Commerce
Direct
Experience & Activation
Technology
Creative Use of Data
Creative Use of Media
Creativity in PR



Creative commerce ideas that inspire and enhance the exchange of goods and services. Includes consumer and B2B transactions.

Considerations:

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Dimensions: Longest side ≥ 2400 px

For Case Study AV:

File size ≤ 200Mb

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Aspect Ratio: 16x9

Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Omnichannel

A holistic commerce idea. Could have a strong digital component or offline parts that facilitate the exchange of goods and services .

Submission Media: Image / Case Study AV

Elements: Single (1)

Acquisition & Retention

Creative commerce solutions that retain existing customers, attract new customers, and increase customer activity. For example, benefit schemes, loyalty programs.

Submission Media: Image / Case Study AV

Elements: Single (1)

Customer Journey

Creative commerce solutions that offer a complete and consistent customer journey, from brand awareness through to delivery.

Submission Media: Image / Case Study AV

Elements: Single (1)

Purchase Experiences

Experiences that incentivise purchases or provide benefit to the consumer.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY**Promotions**

Creative commerce solutions that boost engagement or sales with a promotional item, service or event.

Submission Media: Image / Case Study AV

Elements: Single (1)

Brand Partnerships

Collaborations between brands that give consumers access to unique product and purchasing experiences.

Submission Media: Image / Case Study AV

Elements: Single (1)

Entertainment

Shopping experiences packaged as entertainment.

Includes retail theatre, activations, product demonstrations, gamification etc.

Submission Media: Image / Case Study AV

Elements: Single (1)

Live

Creative use of live commerce, livestream and influencers to demonstrate products and interact with an audience in real time.

Submission Media: Image / Case Study AV

Elements: Single (1)

Social

Campaigns that rely on consumer social networks, channels and interactions to bring an idea to life. Where social networks are the driver of e-commerce transactions.

Submission Media: Image / Case Study AV

Elements: Single (1)

Cultural Experiences

Creative commerce solutions centred around a specific culture, trend, or tradition.

Submission Media: Image / Case Study AV

Elements: Single (1)

Topical Commerce

Creative commerce solutions that uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY**Use Of Data**

Campaigns that use data to tailor and inspire commerce experiences to unlock access to unique benefits or goods and services.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of XR

The use of immersive technologies to extend reality and change the way brands inspire transactions between real and virtual worlds.

Submission Media: Image / Case Study AV

Elements: Single (1)

Marketing communications created with a specific 'call to action', targeted to a specific audience.

Considerations:

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For AV:

File size ≤ 200Mb
Aspect Ratio: 16x9
Resolution: 1920 px x 1080 px
Format: mp4/mov
Codec: H.246 (max bitrate 8196 kbps)
Audio Compression: AAC

For Images:

File Size ≤ 5 MB
File Formats: jpg/jpeg
Dimensions: Longest side ≥ 2400 px

For Audios:

File Size ≤ 200 MB
File Formats: mp3

CATEGORY

Press, Poster, Mailers & Printed Material

Ads published in a newspaper, magazine or book, or a poster, mailer or other printed material that drive a specific 'call to action' and are targeted to a specific audience.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Out Of Home & Ambient

Traditional or non-traditional, out-of-home communication that drives a specific 'call to action' or is targeted to a specific audience.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Radio & Audio

Audio-only ads that drive a specific 'call to action' or is targeted to a specific audience.

Submission Media: Audio / Case Study AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Targeted Video**

Ad or promotional films that drive a specific 'call to action' or is targeted to a specific audience.

Submission Media: Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

Experiential & Activations

Experiences or activations that drive a specific 'call to action' and target a specific audience.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

Digital & Online

Digital ads that drive a specific 'call to action' and target a specific audience.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Innovation In Direct Marketing

Ads or campaigns that innovates existing tools or new technologies to push the boundaries of direct marketing and activations that drive a specific 'call to action' or are targeted to a specific audience.

Submission Media: Image / Case Study AV

Elements: Single (1)

EXPERIENCE & ACTIVATION

Experience-led brand activations that target businesses and consumers. May take place in the physical world, the virtual world or a combination of both.

Considerations:

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Aspect Ratio: 16x9

Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Brand-Owned Experience & IPs

Any live brand experience or activation event that is owned and exclusive to the brand.

Submission Media: Image / Case Study AV

Elements: Single (1)

Community

Brand activations taking place within online and offline communities, or bringing these communities together, to optimise a shared experience.

Submission Media: Image / Case Study AV

Elements: Single (1)

Contests & Games

Any live brand experience or activations that utilises contests or games.

Submission Media: Image / Case Study AV

Elements: Single (1)

Exhibitions & Trade Shows

Brand activations and stands at online and offline expos, conventions and trade shows.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY**Guerrilla Stunts & Activations**

Any brand activation using guerrilla marketing, short/one-off live executions, street teams, publicity stunts and street stunts to drive customer engagement.

Submission Media: Image / Case Study AV

Elements: Single (1)

Large Public Spaces

Brand activations designed for large public spaces, including location-based experiences, OOH and ambient marketing.

Submission Media: Image / Case Study AV

Elements: Single (1)

Launch / Re-Launch

Any live brand experience or activation produced to launch or re-launch a property, product or service.

Submission Media: Image / Case Study AV

Elements: Single (1)

Online Experiences

Brand activations designed to be experienced on digital platforms.

Submission Media: Image / Case Study AV

Elements: Single (1)

Retail

Retail experiences that enhance the purchasing process. Includes in-store events, pop-up shops, street vendor experiences, online activations and fully integrated virtual stores.

Submission Media: Image / Case Study AV

Elements: Single (1)

Sponsorship or Partnership

A sponsorship or partnership that creates or results in an immediate or long-term brand experience or activation.

Submission Media: Image / Case Study AV

Elements: Single (1)

Talent Integration

Brand activations that leverage a talent to amplify and drive the brand experience.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY**Technology**

Brand activations that use certain technology (e.g.: AR, MR, VR or XR) to amplify and drive the brand experience.

Submission Media: Image / Case Study AV

Elements: Single (1)

Topical Experiences & Activations

A single ad that appears on a digital network, platform or website and uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Image / Case Study AV

Elements: Single (1)

Innovation In Experience & Activation

A live brand experience or activation that innovates existing tools or new technologies to push the boundaries of experiential marketing norms.

Submission Media: Image / Case Study AV

Elements: Single (1)

Advertising or marketing communications and campaigns that harness the power of technology to bring a creative idea to life or address a particular business objective.

Considerations:

Tips:

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2. Please ensure all the submitted material is in high resolution.
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File Size ≤ 5 MB

File Formats: jpg/jpeg

Dimensions: Longest side ≥ 2400 px

For Case Study AV:

File size ≤ 200Mb

Duration ≤ 120 seconds

Aspect Ratio: 16x9

Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Activation By Location

Use of GPS, geolocation and/or proximity technologies to activate a campaign or experience.

Submission Media: Image / Case Study AV

Elements: Single (1)

AI / ML

Work that uses artificial intelligence, augmented intelligence or machine-learning tools or technology in any field or step of the campaign process.

Submission Media: Image / Case Study AV

Elements: Single (1)

Application Of Native / Built-In Feature

The creative use of built-in and existing integral features of a mobile / desktop or other digital devices.

Submission Media: Image / Case Study AV

Elements: Single (1)

Apps, Tools & Utilities

Branded digital apps, tools or utilities that engage consumers and improve their experience, including web or mobile apps, widgets, etc.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY**AR, MR, VR**

Work that uses augmented, mixed, hybrid or virtual realities to enhance the user experience through real-time integration and layering of digital information on top of real-world environments.

Submission Media: Image / Case Study AV

Elements: Single (1)

Connected Device / Wearable

Work that uses one or more connected or networked devices to engage the consumer or enhance the experience.

Submission Media: Image / Case Study AV

Elements: Single (1)

Games

Branded or promotional games, downloaded or played online.

Submission Media: Image / Case Study AV

Elements: Single (1)

Voice-Activation

The creative application and use of voice and digital assistants in a mobile environment.

Submission Media: Image / Case Study AV

Elements: Single (1)

Innovative Use Of Technology

The inventive use of an existing or new digital technology or group of technologies in order to enhance the user experience and/or brand communication.

Submission Media: Image / Case Study AV

Elements: Single (1)

CREATIVE USE OF DATA

Creative Use of Data recognizes work in which the gathering, interpretation, and/or display of data is integral in defining or communicating the brand's message.

Considerations:

Tips:

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For Images:

File Size ≤ 5 MB

File Formats: jpg/jpeg

Dimensions: Longest side ≥ 2400 px

For Case Study AV:

File size ≤ 200Mb

Duration ≤ 120 seconds

Aspect Ratio: 16x9

Resolution: 1920 px x 1080 px

Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Data-Visualisation

Creative visual representation of data. Can be static or dynamic forms of charts, maps, graphics, custom content, etc, hosted on a digital platform.

Submission Media: Image / Case Study AV

Elements: Single (1)

Targeting

Works for which data was used and interpreted to target a specific audience. Data must have played an integral role in defining the audience for the brand's message.

Submission Media: Image / Case Study AV

Elements: Single (1)

Storytelling

Works for which data was used and interpreted to enhance the brand narrative. Data must have played an integral role in telling a brand's story.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY**Social Media**

Works for which data generated from social media platforms was used to target a specific audience. Data must have played an integral role in defining the audience for the brand's message.

Submission Media: Image / Case Study AV

Elements: Single (1)

Real-Time

Works for which data was gathered, interpreted and used in real-time to engage with an audience. Data must have played an integral role in defining the brand's message.

Submission Media: Image / Case Study AV

Elements: Single (1)

CREATIVE USE OF MEDIA

50

Meant for creative use of media-first ideas or media strategies and campaigns.

Considerations:

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Audio Compression: AAC

CATEGORY

Use Of Traditional Media:

Use Of Publications

Media-first ideas, with activation through usage of print publications.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of Traditional Media:

Use Of Radio & Audio Platforms

Media-first ideas, with activation through usage of radio and audio channels, networks, publishers or media.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of Traditional Media:

Use Of Outdoor

Media-first ideas, with activation of out-of-home formats, including digital out-of-home and special builds.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY**Use Of Traditional Media:****Use Of TV & Cinema**

Media-first ideas, with activation through usage of television (channels, programmes, broadcast, VOD) and cinema screens.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of Traditional Media:**Use Of Direct Media**

Media-first ideas, with activation via mail, e-mail, telephone marketing, or usage of other media that allows direct communication with the consumer.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of Digital Media:**Use Of Mobile & Digital Platforms**

Media-first ideas, with activation using websites, microsites, search engines, banner ads, instant messaging, emails, digital POS, widgets, etc.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of Digital Media:**Use Of Social Platforms**

Media-first ideas, with activation of existing or emerging social platforms or social activity including blogs, social networking platforms, and apps.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of Digital Media:**Use Of Live Events**

Media-first ideas, with activation through real-life or virtual events or occasions.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of Digital Media:**Use Of Interaction**

Media-first ideas that encourage and enable a user to interact or respond to the brand's activities.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY**Cross-Platform / Integrated:****Use Of Brand Integration**

Media-first ideas, with content that showcases successful integration of a brand, product or service into the content piece.

Submission Media: Image / Case Study AV

Elements: Single (1)

Cross-Platform / Integrated:**Use Of Collaboration**

Media-first ideas, with content or strategy that showcases collaboration between sponsor, publisher and the project.

Submission Media: Image / Case Study AV

Elements: Single (1)

Cross-Platform / Integrated:**Use Of ATL (Above-The-Line)**

Media-first ideas that showcase the use of above-the-line media channels, platforms and opportunities.

Submission Media: Image / Case Study AV

Elements: Single (1)

Cross-Platform / Integrated:**Use Of BTL (Below-The-Line)**

Media-first ideas that showcase the use of below-the-line media channels, platforms and opportunities.

Submission Media: Image / Case Study AV

Elements: Single (1)

Cross-Platform / Integrated:**Use Of Integrated Media**

Media-first ideas that work across several media properties and formats with a central unifying concept.

Submission Media: Image / Case Study AV

Elements: Single (1)

CREATIVITY IN PR

53

Meant for creative use of PR-first ideas or PR strategies and campaigns.

NOTE: Entries cannot be duplicated across both, Corporate Image & CSR AND Public Service & Cause Appeals categories.

Considerations:

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Format: mp4/mov

Codec: H.246 (max bitrate 8196 kbps)

Audio Compression: AAC

CATEGORY

Corporate Image & CSR

PR-first ideas that show a brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.

Submission Media: Image / Case Study AV

Elements: Single (1)

Public Service & Cause Appeals

PR-first ideas of announcements by non-profits, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour.

Submission Media: Image / Case Study AV

Elements: Single (1)

Brand Voice & Strategic Storytelling

PR-first ideas that customise communication strategy to establish a brand's perception and identity in a particular way in order to establish brand affinity with its stakeholders.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY**Crisis Management**

PR-first ideas that aim to negate the impact of negative publicity or crisis that might affect the company's credibility and reputation.

Submission Media: Image / Case Study AV

Elements: Single (1)

Established Campaigns

PR-first ideas for campaigns where the same concept has run over 12 months or more, with a central idea executed across a variety of media.

Submission Media: Image / Case Study AV

Elements: Single (1)

Launch / Re-Launch

PR-first ideas for launch or re-launch of a brand, product or service.

Submission Media: Image / Case Study AV

Elements: Single (1)

Media Relations

PR-first ideas with the media and journalism at their core, where innovative use of media leads to engagement or editorial influence.

Submission Media: Image / Case Study AV

Elements: Single (1)

Real-Time Response

PR-first ideas that effectively engage consumers to call for real-time response.

Submission Media: Image / Case Study AV

Elements: Single (1)

Sponsorships or Partnerships

PR-first ideas that utilise sponsorship and/or partnership programme to raise awareness, increase brand perception and achieve communication objectives.

Submission Media: Image / Case Study AV

Elements: Single (1)

Talent Integration & Endorsements

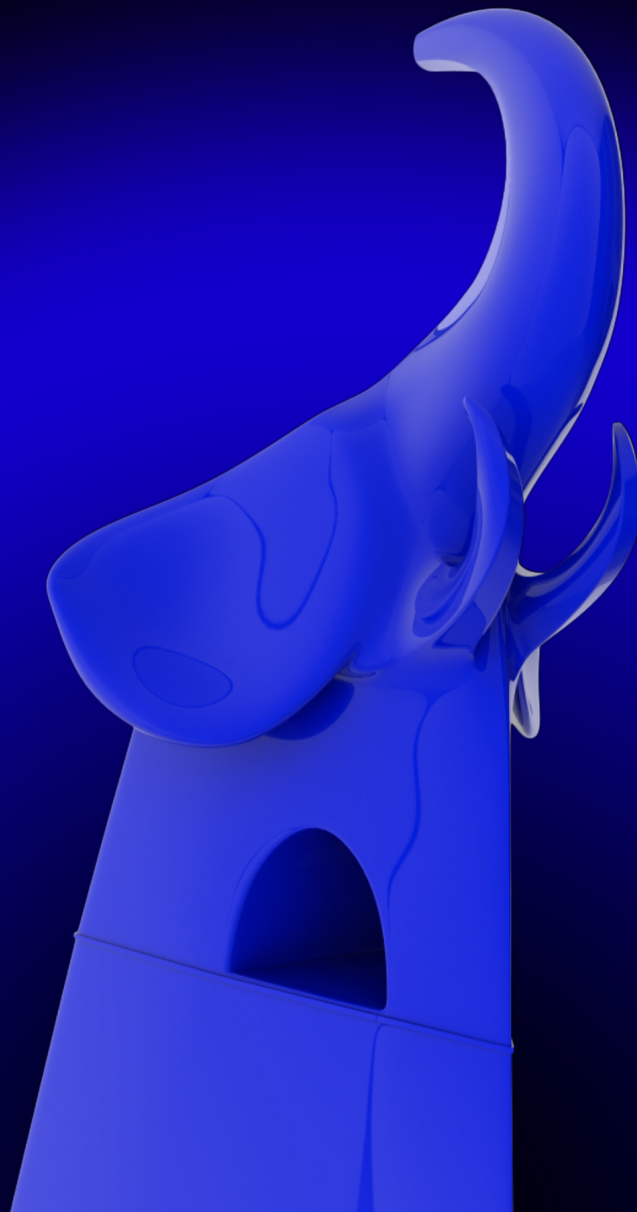
PR-first ideas that collaborate with talents, celebrities, influencers, or KOLs to raise awareness, increase brand perception and achieve communication objectives.

Submission Media: Image / Case Study AV

Elements: Single (1)

ENTERTAINMENT

Branded Content
Gaming & Virtual Worlds



BRANDED CONTENT

Marketing communications cleverly disguised or camouflaged as articles, videos, recommendations or native ads that fit seamlessly into feeds, publications, programmes and search results. The idea is to create valuable content for the audience and subtly sell via non-disruptive, in-your-face callouts.

Considerations:

Tips:

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Codec: H.246 (max bitrate 8196 kbps)
Audio Compression: AAC

For Images:

File Size ≤ 5 MB
File Formats: jpg/jpeg
Dimensions: Longest side ≥ 2400 px

For Audios:

File Size ≤ 200 MB
File Formats: mp3

CATEGORY

Advertorials

Branded content that appears in newspapers, magazines, or other printed mass media, produced in the style of editorial content.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

Audio-Only Content

Audio-only piece of branded content that has been produced in the style of editorial content.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

Digital Media + Native Content

Branded content released on a digital network, platform or website, produced in the style of editorial content.

Submission Media: Image / Case Study AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Fiction Films:****Shorter Than 5 Minutes**

A single fictional ad or promotional film produced in the style of editorial content with a duration shorter than or equal to 5 minutes.

Submission Media: Content AV

Elements: Single (1)

Fiction Films:**Longer Than 5 Minutes**

A single fictional ad or promotional film produced in the style of editorial content with a duration longer than 5 minutes.

Submission Media: Content AV

Elements: Single (1)

Fiction Films:**Campaigns & Series**

A series of 3 to 5 fictional ad or promotional films produced in the style of editorial content, with either the same, or differing durations.

Submission Media: Content AV / Case Study AV

Elements: Series (3 to 5)

Non-Fiction Films:**Shorter Than 5 Minutes**

A single non-fictional ad or promotional film produced in the style of editorial content with a duration shorter than or equal to 5 minutes.

Submission Media: Content AV

Elements: Single (1)

Non-Fiction Films:**Longer Than 5 Minutes**

A single non-fictional ad or promotional film produced in the style of editorial content with a duration longer than 5 minutes.

Submission Media: Content AV

Elements: Single (1)

Non-Fiction Films:**Campaigns & Series**

A series of 3 to 5 non-fictional ad or promotional films produced in the style of editorial content, with either the same, or differing durations.

Submission Media: Content AV / Case Study AV

Elements: Series (3 to 5)

CATEGORY**Live Broadcast & Streaming**

Live broadcasts or streams produced in the style of editorial content.

Submission Media: Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

Talent:**Film, Series & Audio**

Branded fiction or non-fiction films, series or audio content that features a talent to amplify a brand's message.

Submission Media: Case Study AV

Elements: Single (1)

Talent:**Live Experience**

Live entertainment, including concerts, stunts or activations that feature a talent to amplify a brand's message.

Submission Media: Case Study AV

Elements: Single (1)

Talent:**Digital & Social**

Digital and social media initiatives which feature a talent to amplify a brand's message.

Submission Media: Case Study AV

Elements: Single (1)

Topical Branded Content & Entertainment

Branded content that uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

Innovation In Branded Content & Entertainment

A piece of branded content or campaign that innovates existing tools or new technologies to push the boundaries of advertorials and branded content media.

Submission Media: Image / Case Study AV

Elements: Single (1)

GAMING & VIRTUAL WORLDS

Brand messaging delivered via gaming platforms and virtual worlds. Includes games created for desktop, web and mobile; gamevertising; and immersive interactions for virtual spaces, web 3.0 and the metaverse.

Considerations:

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Audio Compression: AAC

CATEGORY

Brand Integration

Creative integration of a brand within a virtual environment or narrative. Custom storylines, gamification components, wearables, etc.

Submission Media: Image / Case Study AV

Elements: Single (1)

Brand Partnership

Partnerships with individuals or organisations in a virtual world that facilitate connection between a brand and its target audience.

Submission Media: Image / Case Study AV

Elements: Single (1)

Brand Experience

Experience-led brand activations created for web, mobile, gaming platforms and virtual worlds.

Submission Media: Image / Case Study AV

Elements: Single (1)

CATEGORY**Educational Experience**

Branded or brand-funded experiences taking place in virtual worlds, that have been explicitly designed to have an educational purpose, or which have incidental or secondary educational value.

Submission Media: Image / Case Study AV

Elements: Single (1)

E-Sports

Competitive multiplayer-video gaming played competitively for spectators, typically by professional gamers. Includes esports-styled events.

Submission Media: Image / Case Study AV

Elements: Single (1)

User Participation

Virtual activations where the success of the idea relies on coordinated user participation or user generated content.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of Avatars

The use of avatars in gaming and the metaverse to drive native commerce opportunities or generate brand awareness for a real-world product.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of Blockchain

Brand activations that use blockchain to generate excitement around a brand. Usage of NFTs or Blockchain platforms, etc.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of AR, MR & VR

The use of Augmented, Mixed or Virtual Reality, especially for a gamified experience.

Submission Media: Image / Case Study AV

Elements: Single (1)

Use Of Live Streams

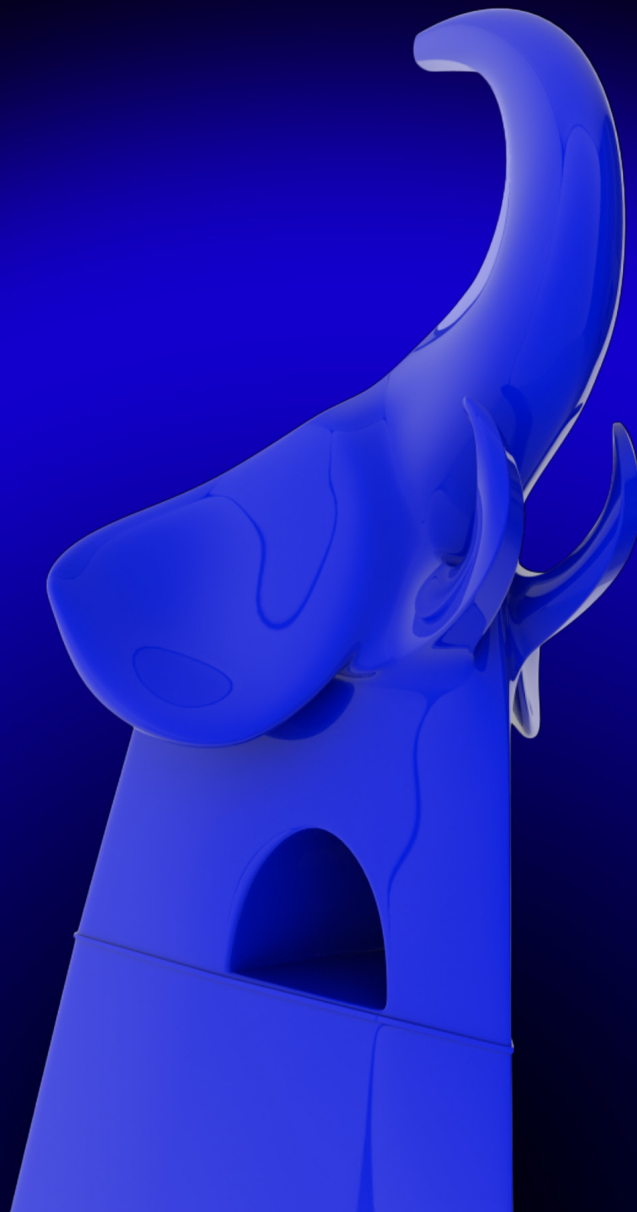
The use of live streamed media simultaneously recorded and broadcasted via a game or virtual world, that enables users to interact with each other and a brand-led activity in real time.

Submission Media: Image / Case Study AV

Elements: Single (1)

HEALTH & PHARMA

Health & Wellbeing
Pharma & Medical



HEALTH & WELLBEING

Campaign communications and initiatives on the subject of healthcare and wellbeing, or specifically created for healthcare and wellbeing brands, products, services or causes, including PSA and communications nonprofits and organisations.

NOTE: Work cannot be entered into both, Health & Wellbeing AND Pharma & Medical categories.

Considerations:

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For Audios:

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File Formats: mp3

CATEGORY

Press

Ads or publications for health and wellbeing brands, products, services or causes that appear in newspapers, magazines, books or other printed material.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

Outdoor

Ads for health and wellbeing brands, products, services or causes that appears on traditional or non-traditional out-of-home sites.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Radio & Audio**

Audio-only ads for health and wellbeing brands, products, services or causes.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

Film

Ads or promotional films for health and wellbeing brands, products, services or causes.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Branded Content

Ads or promotional films for health and wellbeing brands, products, services or causes.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

Experiences & Activations

Any live brand experience or activation for health and wellbeing brands, products, services or causes.

Submission Media: Image / Case Study AV

Elements: Single (1)

Digital & Social Media

Ads or posts released on a digital or social media network, platform or website for health and wellbeing brands, products, services or causes.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

Integrated Campaign

A campaign for health and wellbeing brands, products, services or causes that uses two or more media.

Submission Media: Image / Case Study AV

Elements: Single (1)

Innovation In Health & Wellbeing

Innovative campaigns or advertising for health and wellbeing brands, products, services or causes that push the boundaries of their respective market or media.

Submission Media: Image / Case Study AV

Elements: Single (1)

PHARMA & MEDICAL

Campaign communications and initiatives created for medical or pharma brands, products or services. Typically, created for the pharmaceutical and medical industries that focus on conditions and diseases requiring prescriptions or recommendation.

NOTE: Work cannot be entered into both, Health & Wellbeing and Pharma & Medical categories.

Considerations:

Tips:

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For Audios:

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 File Formats: mp3

CATEGORY

Press

Ads or publications for prescription medicines, pharmaceuticals, medical brands, products or services that appears in newspapers, magazines, books or other printed material.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

Outdoor

Ads for prescription medicines, pharmaceuticals, medical brands, products or services that appear on traditional or non-traditional out-of-home sites.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

CATEGORY**Radio & Audio**

Audio-only ads for prescription medicines, pharmaceuticals, medical brands, products or services.

Submission Media: Audio

Elements: Single (1) / Series (3 to 5)

Film

Ad or promotional films for prescription medicines, pharmaceuticals, medical brands, products or services.

Submission Media: Content AV

Elements: Single (1) / Series (3 to 5)

Branded Content

Branded content for prescription medicines, pharmaceuticals, medical brands, products or services.

Submission Media: Image / Content AV

Elements: Single (1) / Series (3 to 5)

Experiences & Activations

Any live brand experience or activation for prescription medicines, pharmaceuticals, medical brands, products or services.

Submission Media: Image / Case Study AV

Elements: Single (1)

Digital & Social Media

A single ad or post released on a digital or social media network, platform or website for prescription medicines, pharmaceuticals, medical brands, products or services.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

Integrated Campaign

A campaign for prescription medicines, pharmaceuticals, medical brands, products or services that uses two or more media.

Submission Media: Image / Case Study AV

Elements: Single (1)

Innovation In Pharma & Medical

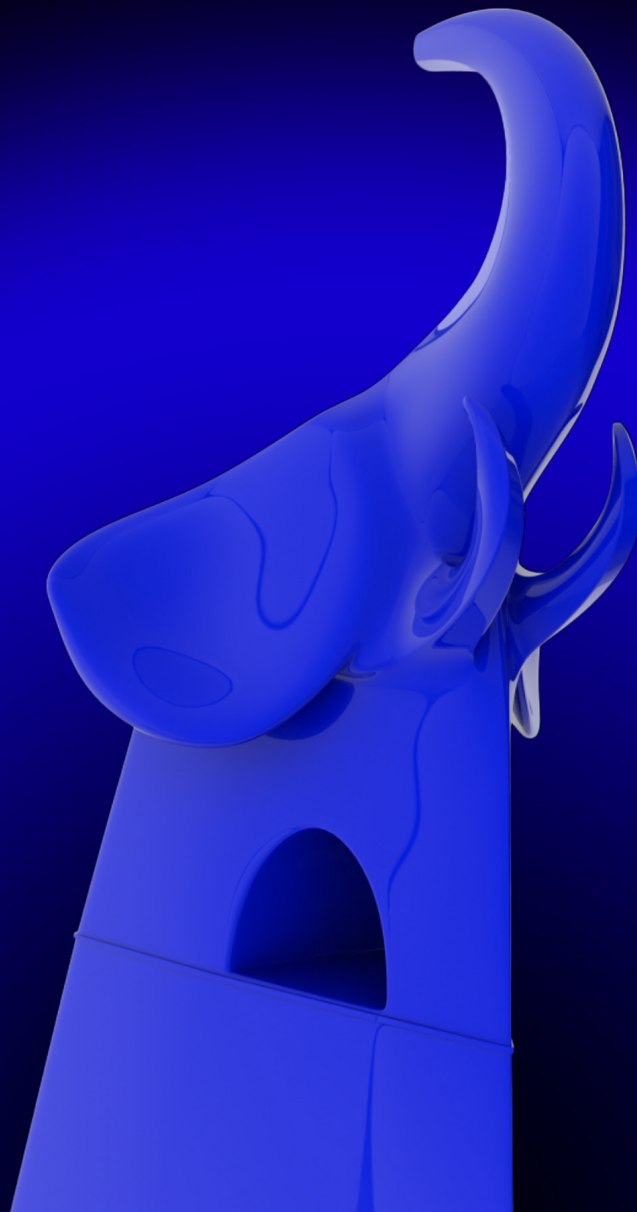
Innovative campaigns or advertising for prescription medicines, pharmaceuticals, medical brands, products or services that push the boundaries of their respective market or media.

Submission Media: Image / Case Study AV

Elements: Single (1)

CREATIVITY FOR GOOD

CSR Campaigns
Public Service Announcements
Purpose & Cause-Based Marketing



CREATIVITY FOR GOOD

67

Purpose-driven work that is not only successful within the discipline, but also promotes positive social, environmental, economic or cultural change.

Considerations:

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For Images:

File Size ≤ 5 MB
File Formats: jpg/jpeg
Dimensions: Longest side ≥ 2400 px

CATEGORY

CSR Campaigns

Ad campaigns or marketing initiatives that show a brand's concerted effort and commitment to address social, environmental, or economic issues through a defined CSR activity.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1)

Public Service Announcements

Ad campaigns, marketing initiatives or announcements by non-profits, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1)

Purpose & Cause-Based Marketing

Ads or campaigns that seeks to build brands by doing good or purpose-driven marketing activities, beyond defined CSR activities.

Submission Media: Image / Content AV / Case Study AV

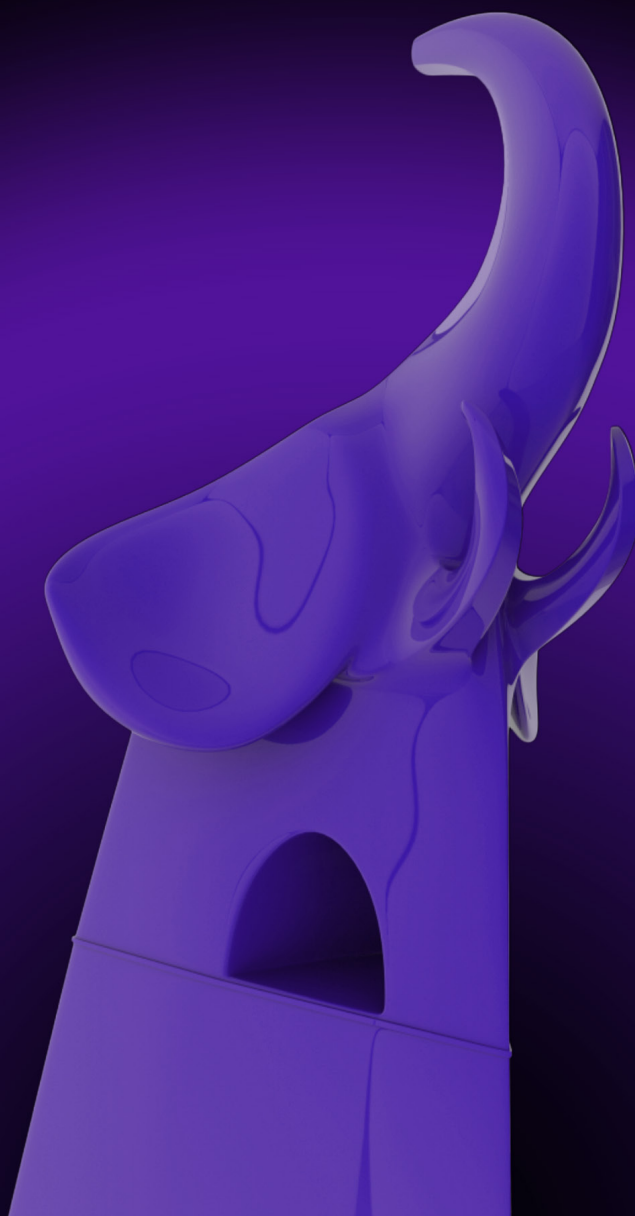
Elements: Single (1)

ZEE EQUALITY AWARD

Presented By



Created in collaboration with Indian Creative Women, the Purple Elephant recognises and rewards work that has addressed and impacted gender inequality in India through innovative thinking.



ZEE EQUALITY AWARD

Entries to the Zee Equality Award, presented by Indian Creative Women, must be a representation of gender, and should set out to create a positive impactful change.

Considerations:

Tips:

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For Images:

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File Formats: jpg/jpeg
Dimensions: Longest side ≥ 2400 px

CATEGORY

Zee Equality Award

Created in collaboration with Indian Creative Women, the Zee Equality Award recognises and rewards work that has addressed and impacted gender equality through innovative thinking.

Submission Media: Image / Content AV / Case Study AV

Elements: Single (1) / Series (3 to 5)

What Is The Jury Looking For?

Judging Criteria

All Awards by Kyoorius follow a comprehensive multiple-round judging process, where jurors base their decisions on three criteria, reviewing if the entry is:

- features an original and inspiring idea / concept / use of principle
- well-executed
- relevant to context

In the categories relating to craft, work is judged first on the strength of the craft, then on how it contributes to the success of the idea.

All decisions pertaining to judging and winning are solely the responsibility and onus of the jury.

The jury is looking for answers to the following questions:

Regarding the Brief:

- What is the purpose for the project to exist?
- What problem is it looking to solve?
- What was the need or objective for the campaign or work?

Regarding the Idea / Concept / Principle:

- What is the idea / concept / principle used to solve for the brief?
- Where did it stem from?
- Is it unique?
- How does it intend to solve for the brief?

Regarding the Execution:

- How was the idea / concept / principle executed?
- Were there any challenges or constraints during execution?
- Was there any advancement in the technology / methods used to execute the idea / concept / principle?

Regarding the Impact:

- What did the project achieve?
- What impact did it have on the stakeholders?

Frequently Asked Questions

How to submit a Content Video / Case Study video?

- The video bitrate must be a minimum of 8.5 mbps (or 15 mbps if HD).
- Your file must be multiplexed with audio and video in one single file.
- Apply subtitles or dubbing to the work if necessary.
- Use the entry title or part titles as the file name.
- Do NOT add a clock or slate at the start.
- Do NOT use your company logo or branding anywhere in the film.

How to create an effective Case Study video?

- Describe the idea or solution first, then go on to explain objectives, context and results in more detail later.
- Show all elements of the project as they were originally released.
- Emphasise the creative idea and its relevance to the audience.
- Elaborate, costly films are not a must. Simple films with a clearly presented idea are just as effective.
- Ensure the film is shorter than 120 seconds.
- Judges will stop films that are longer than the time allowed.
- Use entry or part titles as file names where possible.
- Ensure the Presentation Film narration is in English.
- Do NOT wait until the end of the film to reveal the solution.
- Do NOT use your company logo or branding anywhere in the film.

How to submit a URL of the original execution?

- The webpage must be viewable on a Mac, using Chrome.
- Provide a direct URL link to the original execution.
- If the URL is no longer live supply a holding page which hosts only the original execution.
- The URL must be live from submission date until June 2024.
- Do NOT submit a case study page if the site is live.
- Do NOT use your company logo or branding on the web page.
- Do NOT use your company name or branding in the URL address.

How to create an effective Demonstration Film?

- Judges will watch the Demonstration Film first, and then view the digital execution if they wish.
- Clearly show how the digital work functions and how users interact with it.
- Ensure the Demonstration Film narration is in English.
- Only show a demonstration of the digital execution, do NOT show other elements of the campaign i.e. objectives, context, results.
- Do NOT include your Demonstration Film in the URL submission.

Frequently Asked Questions

How to submit an app?

- Submit a URL or a Case Study video or a Demonstration Film.
- Input a direct URL link to download the full version of the app.
- If it is a PAID FOR app, supply a gift card/ code that is valid for at least three months after entering.
- If the app is not available in India. Provide a link to allow us to download it or supply a device with the app already installed.
- Kyoorius will support apps designed for use on iOS, Android, Blackberry, Windows and Symbian.
- Provide navigational instructions for the app if necessary.

How to create an effective Case Study video?

- Describe the idea or solution first, then go on to explain objectives, context and results in more detail later.
- Show all elements of the project as they were originally released.
- Emphasise the creative idea and its relevance to the audience.
- Elaborate, costly films are not a must. Simple films with a clearly presented idea are just as effective.
- Ensure the film is shorter than 120 seconds.
- Judges will stop films that are longer than the time allowed.
- Use entry or part titles as file names where possible.
- Ensure the Presentation Film narration is in English.
- Do NOT wait until the end of the film to reveal the solution.
- Do NOT use your company logo or branding anywhere in the film.

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