

## 2015 Categories & Prices

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Call for entries open	<b>2 March 2015</b>
Call for entries close	<b>10 April 2015</b>
Deadline to deliver entry packages	<b>17 April 2015</b>
Judging	<b>29 April - 2 May 2015</b>
Awards Night	<b>22 May 2015</b>

Pricing information will be made available two weeks before the call for entries open. Government taxes will be added where applicable at the time of checkout/ payment.

More information available on [awards.kyoorius.com/](http://awards.kyoorius.com/)

## Press Advertising

<b>1001</b>	<b>Press Advertising</b>		
	<b>What can I enter?</b> Press advertising that is a single application or campaign or rapid response press advertising.	Single Campaign	INR 7000 INR 10000
<b>NEW 1002</b>	<b>Tactical Press Advertising</b>		
	<b>What is it?</b> Rapid response press advertising that reacts to current news and events, using the popularity of a news story to generate maximum coverage for the brand. Newsjacking, real-time and situation specific.	Single Campaign	INR 7000 INR 10000
<b>1003</b>	<b>Inserts &amp; Wraps for Press Advertising</b>		
	<b>What can I enter?</b> Wraps of an entire publication, leaflets inserted in a publication	Single Series	INR 7000 INR 10000

## Outdoor Advertising

<b>1101</b>	<b>Ambient</b>		
	<b>What is it?</b> Non-traditional, out-of-home marketing. Must stand alone to communicate the idea. Experienced in the real world, not online. <b>What can I enter?</b> Stunts, special builds, street furniture, live events, pop-up shops, temporary installations... <b>What else do I need to know?</b> This category is for stand-alone ambient work. Campaigns with ambient elements should be entered into the Integrated category instead.	Single	INR 10000
<b>1102</b>	<b>Billboard /Innovation</b>		
	<b>What is it?</b> Billboards or posters on conventional sites that have been modified, added to, or adapted for the purpose of a specific ad. <b>What can I enter?</b> Digital posters, 3D billboards, specially powered posters, posters using unconventional materials	Single	INR 10000
<b>1103</b>	<b>Poster Advertising/ Free Format</b>		
	<b>What is it?</b> A standard poster that is not on an outdoor poster site, usually smaller in scale. <b>What can I enter?</b> Indoor posters, point of sale posters...	Single Campaign	INR 7000 INR 10000

## Film Advertising

<b>1201</b>	<b>Ad/ Promotional Film 1 - 30 sec</b>		
	<b>What can I enter?</b> Short format film advertising for broadcast, narrowcast, cinema or digital media between 1 and 30 seconds.	Single	INR 10000
<b>1202</b>	<b>Ad/ Promotional Film 31 - 60 sec</b>		
	<b>What can I enter?</b> Medium format film advertising for broadcast, narrowcast, cinema or digital media between 31 and 60 seconds.	Single	INR 10000

<b>1203</b>	<b>Ad/ Promotional Film 61+ sec</b>		
	<b>What can I enter?</b> Long format film advertising for broadcast, narrowcast, cinema or digital media above 61 seconds.	Single	INR 10000
<b>1204</b>	<b>Ad/ Promotional Film Campaign</b>		
	<b>What is it?</b> A campaign of film advertising for broadcast, narrowcast, cinema or digital media. These can be of the same or different durations.	Campaign	INR 12500
<b>NEW 1205</b>	<b>Show Programme Promotion</b>		
	<b>What is it?</b> Ads that promote a specific TV programme, sports events, public events, etc.	Single Campaign	INR 10000 INR 12500
<b>NEW 1206</b>	<b>Other Screens Ad/ Promotional Films</b>		
	<b>What is it?</b> Film advertising that's shown on a screen other than TV, cinema or online. <b>What can I enter?</b> Film ads shown on outdoor screens, at events, in presentations, on airplanes...	Single Campaign	INR 10000 INR 12500
<b>NEW 1207</b>	<b>Branded Film Content &amp; Entertainment</b>		
	<b>What can I enter?</b> Branded documentaries or films <b>What else do I need to know?</b> Only a 3-minute edit of the original work is accepted here, we will not accept presentation films. This sub-category is not for work created to be shown online – enter this into the Branded Film Content & Entertainment - Online sub-category instead.	Single	INR 12500
<b>NEW 1208</b>	<b>Tactical Film Advertising</b>		
	<b>What is it?</b> Film advertising that use the popularity of a specific news story or event to generate maximum coverage for the brand. It's a real-time, rapid reaction to breaking news. <b>What can I enter?</b> TV commercials, cinema commercials, etc. <b>What else do I need to know?</b> This category is not for branded film content – enter this into the Branded Film Content & Entertainment category instead.	Single	INR 10000

## Radio Advertising

<b>1301</b>	<b>Radio Advertising</b>		
	<b>What is it?</b> A radio spot produced for marketing promotions, corporate communications, not-for-profit or social cause/ public service.	Single Campaign	INR 7000 INR 10000
<b>NEW 1302</b>	<b>Sound Design &amp; Use of Music for Radio Advertising</b>		
	<b>What is it?</b> Radio advertising that uses music and/or sound design as the key element to reinforce the concept.	Single Campaign	INR 7000 INR 10000
<b>1303</b>	<b>Writing for Radio Advertising</b>		
	<b>What else do I need to know?</b> To ensure that the work submitted is judged fairly, please ensure accurate translations or transliterations are made available in English.	Single Campaign	INR 7000 INR 10000

<b>NEW 1304</b>	<b>Innovative Use of Radio</b>		
	<b>What is it?</b> Work that pushes the boundaries of the radio medium, using it in a novel way to promote a brand.	Single Campaign	INR 7000 INR 10000

## Direct Marketing & Activation

<b>NEW 1401</b>	<b>Direct Response – Film Advertising</b>		
	<b>What is it?</b> Direct Film ads. Drive a specific 'call to action' or target a specific audience.	Single Campaign	INR 10000 INR 12500
<b>NEW 1402</b>	<b>Direct Response – Radio Advertising</b>		
	<b>What is it?</b> Direct radio ads. Drive a specific 'call to action' or target a specific audience.	Single Campaign	INR 7000 INR 10000
<b>1403</b>	<b>Direct Response – Press &amp; Poster</b>		
	<b>What is it?</b> Direct press or poster ads. Drive a specific 'call to action' or target a specific audience.	Single Campaign	INR 7000 INR 10000
<b>1404</b>	<b>Direct Response – Ambient</b>		
	<b>What is it?</b> Non-traditional, out-of-home direct marketing. Drives a specific 'call to action' or targets a specific audience. <b>What can I enter?</b> Stunts, special builds, street furniture, live events, pop-up shops...	Single Campaign	INR 7000 INR 10000
<b>NEW 1405</b>	<b>Direct Mail</b>		
	<b>What is it?</b> Physical direct mail that drives a specific 'call to action' or targets a specific audience. <b>What can I enter?</b> Door drops and direct mail of very low volume (1-500 pieces), low volume (501-10,000 pieces), medium volume (10,001-100,000 pieces) and high volume (over 100,000 pieces).	Single Campaign	INR 7000 INR 10000
<b>1406</b>	<b>Activation Campaign</b>		
	<b>What is it?</b> A campaign idea so engaging that consumers and press take it up and spread the word through PR, social media, editorial, etc. The campaign effectively uses these unpaid channels to create buzz.	Campaign	INR 10000
<b>1407</b>	<b>Use of Experiential Marketing</b>		
	<b>What is it?</b> A planned public event, competition or social gathering for a brand, product or business.	Campaign	INR 10000
<b>1408</b>	<b>Innovative Media</b>		
	<b>What is it?</b> Campaigns that push the boundaries of the use of media channels, using them in a novel way to promote a brand.	Campaign	INR 12500

Integrated Campaign			
1501	Integrated Campaign		
	<b>What is it?</b> Campaigns where a central idea connects across a variety of media, e.g. TV, print, online, mobile, ambient stunts, etc.	Campaign	INR 12500

Art Direction			
1601	Art Direction for Poster/ Press Advertising	Single Campaign	INR 7000 INR 10000
1602	Art Direction for Direct Marketing/ Activation	Single Campaign	INR 7000 INR 10000

Craft for Advertising			
1701	Illustration for Advertising		
	<b>What is it?</b> Ads where illustration brings the creative idea to life. <b>What can I enter?</b> Press and poster ads. <b>What else do I need to know?</b> This category is not for digital work – enter this into the Kyoorius Digital Awards - Animation & Illustration for Digital Marketing category.	Single Campaign	INR 7000 INR 10000
1702	Photography for Advertising		
	<b>What is it?</b> Ads where photography brings the creative idea to life. <b>What can I enter?</b> Press, poster and on screen ads.	Single Campaign	INR 7000 INR 10000
1703	Typography for Advertising		
	<b>What is it?</b> Ads where typography brings the creative idea to life. <b>What can I enter?</b> Press, poster and on screen ads.	Single Campaign	INR 7000 INR 10000
1704	Writing for Press & Poster Advertising		
	<b>What else do I need to know?</b> To ensure that the work submitted is judged fairly, please ensure accurate translations or transliterations are made available in English.	Single Campaign	INR 7000 INR 10000

Film Advertising Craft			
1801	Animation for Film Advertising		
	<b>What is it?</b> Animation & special effects for film ads. Could be cel, stop-motion or computer animation in 2D or 3D. A 3D piece of animation must have been modeled, rigged and animated. <b>What can I enter?</b> Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions. <b>What else do I need to know?</b> Ads with 3D elements (e.g. fire, particles, water) should be entered into the Special Effects category.	Single Campaign	INR 7000 INR 10000

<b>1802</b>	<b>Cinematography for Film Advertising</b>		
	<p><b>What is it?</b> Work that brings an idea to life through the quality, composition and style of the photography and lighting, and the use of camera techniques.</p> <p><b>What can I enter?</b> Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	INR 7000 INR 10000
<b>1803</b>	<b>Direction for Film Advertising</b>		
	<p><b>What is it?</b> Work that brings an idea to life through the director's innovation and vision.</p> <p><b>What can I enter?</b> Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	INR 7000 INR 10000
<b>1804</b>	<b>Editing for Film Advertising</b>		
	<p><b>What is it?</b> Work that brings an idea to life through the innovation and flair in the editing.</p> <p><b>What can I enter?</b> Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	INR 7000 INR 10000
<b>1805</b>	<b>Production Design for Film Advertising</b>		
	<p><b>What is it?</b> Production design (set design, location builds, etc.) that brings an idea to life.</p> <p><b>What can I enter?</b> Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	INR 7000 INR 10000
<b>1806</b>	<b>Sound Design for Film Advertising</b>		
	<p><b>What is it?</b> Sound design that is integral to the work and brings the idea to life.</p> <p><b>What can I enter?</b> Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	INR 7000 INR 10000
<b>1807</b>	<b>Special Effects for Film Advertising</b>		
	<p><b>What is it?</b> Work that brings an idea to life through the quality, composition and style of the photography and lighting, and the use of camera techniques.</p> <p><b>What can I enter?</b> Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	INR 7000 INR 10000
<b>1808</b>	<b>Use of Music for Film Advertising</b>		
	<p><b>What is it?</b> Work where the musical score brings the idea to life, and works perfectly with the picture.</p> <p><b>What can I enter?</b> Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	INR 7000 INR 10000
<b>NEW 1809</b>	<b>TV &amp; Cinema Title Sequences</b>		
	<p><b>What is it?</b> Title sequences showing the credits at the beginning or end of a film or TV programme.</p>	Single Campaign	INR 7000 INR 10000

1810	<b>Writing for Film Advertising</b>		
	<p><b>What is it?</b> Scripts for ad films and visible copy within TV or cinema ads.</p> <p><b>What can I enter?</b> TV and cinema ads, including long form content, programme promotions and sponsorship credits.</p> <p><b>What else do I need to know?</b> To ensure that the work submitted is judged fairly, please ensure accurate translations or transliterations are made available in English.</p>	Single Campaign	INR 7000 INR 10000

## Advertising for Good

NEW 1901	<b>Advertising for Good</b>		
	<p><b>What is it?</b> Advertising that seeks to build brands and businesses by doing good. The client can be a not-for-profit, a local brand or global commercial brand.</p> <p><b>What can I enter?</b> Both advertising or marcomms campaigns and individual executions.</p> <p><b>What else do I need to know?</b> Entries have to demonstrate positive social impact, the capacity to change behaviour and a sensitivity to sustainability issues across research, development and implementation.</p>	Single Campaign	INR 7000 INR 10000