
2015 Categories & Prices

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

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/

Digital Design & Craft

2001	Websites		
	<p>What is it? Design of websites and microsites for brands, businesses, services, blogs, including mobile sites etc.</p> <p>What else do I need to know? Responsive versions of websites, mobile versions, etc. are to be entered alongside the web version.</p>	Single	INR 7500
2002	Apps		
	<p>What is it? Branded or promotional apps.</p> <p>What can I enter? Games, tools...</p>	Single	INR 7500
2003	Digital Design		
	<p>What can I enter? Anything that doesn't fit into the other Digital Design categories.</p> <p>What else do I need to know? This category is not for apps, entire websites, or digital ads – enter these into the Apps or Websites categories, or the Digital Marketing category instead.</p>	Single	INR 7500
2004	Connected Products		
	<p>What is it? Products designed to work together with digital services or platforms e.g. app or website.</p> <p>What else do I need to know? The product and connected elements can be entered separately into other categories, but can only be entered once here if grouped together.</p>	Single	INR 7500
2005	UX, Interface & Navigation for Websites & Digital Design		
	<p>What is it? Design of the user experience, interface or navigation for a site or other digital work.</p> <p>What can I enter? Websites, apps, installations...</p>	Single	INR 7500
2006	UX, Interface & Navigation for Mobile		
	<p>What is it? Design of the user experience, interface or navigation specifically for a piece of mobile work.</p> <p>What can I enter? Mobile sites, ads, apps and games...</p> <p>What else do I need to know? This category is not for responsive sites or mobile versions of websites.</p>	Single	INR 7500
2007	Writing for Websites & Digital Design		
	<p>What is it? Copy that is integral to the design of a website or piece of digital work, and helps bring the creative idea to life.</p> <p>What can I enter? Websites, apps, digital installations...</p> <p>What else do I need to know? To ensure that the work submitted is judged fairly, please ensure accurate translations or transliterations are made available in English.</p>	Single	INR 7500
2008	Animation & Illustration for Websites & Digital Design		
	<p>What is it? Websites or pieces of digital design where animation or illustration bring the creative idea to life.</p> <p>What can I enter? Websites, digital publications, apps, etc.</p>	Single	INR 7500

2009	Digital Magazine & Newspapers		
	What is it? An online, mobile, or e-reader magazine/ newspaper that may or may not have a printed version.	Single Campaign	INR 7500 INR 9500

Online Marketing

2101	Branded Film Content & Entertainment		
	<p>What is it? Branded films launched online.</p> <p>What can I enter? Viral films, interactive films, spots hosted on sites, long form content...</p> <p>What else do I need to know? Spots first shown on TV or in cinemas can't be entered here.</p>	Single Campaign	INR 9500 INR 11500
2102	Online Advertising		
	<p>What is it? Display advertising in paid-for online spaces.</p> <p>What can I enter? Banners, pop-ups, takeovers...</p> <p>What else do I need to know? This category is not for online branded films – enter these into the Online Branded Films category instead.</p>	Single Campaign	INR 7500 INR 9500
NEW 2103	Digital – Direct Response		
	<p>What is it? Direct digital advertising. Drives a specific 'call to action' or targets a specific audience.</p> <p>What can I enter? Banners, campaign sites, social media campaigns, emails, apps, mobile ads...</p>	Single Campaign	INR 7500 INR 9500
2104	Digital Tools & Utilities		
	<p>What is it? Branded digital tools or services that engage consumers and improve their experience.</p> <p>What can I enter? Web apps, screensavers, widgets...</p> <p>What else do I need to know? This category is not for mobile or social media work – enter these into the Mobile Marketing jury or Use of Social Media category instead.</p>	Single	INR 9500
2105	Games		
	<p>What is it? Branded or promotional games. Can be downloaded or played online.</p> <p>What else do I need to know? This category is not for mobile games – enter these into the Mobile Marketing jury instead.</p>	Single	INR 9500
2106	Use of Social Media		
	<p>What is it? Social media based advertising solutions.</p> <p>What can I enter? Social media apps and ads, sponsored tweets, competitions, takeovers...</p> <p>What else do I need to know? This category is not for mobile work – enter this into the Mobile Marketing instead.</p>	Single	INR 9500

2107	Art Direction for Online Marketing		
	What can I enter? Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games... What else do I need to know? This category is not for online branded films – enter these into the Film Advertising Crafts jury instead.	Single Campaign	INR 7500 INR 9500
2108	Animation & Illustration for Online Marketing		
	What can I enter? Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games...	Single Campaign	INR 7500 INR 9500
2109	Writing for Online Marketing		
	What can I enter? Online branded films, banner ads, campaign sites... What else do I need to know? To ensure that the work submitted is judged fairly, please ensure accurate translations or transliterations are made available in English.	Single Campaign	INR 7500 INR 9500

Mobile Marketing

2201	Mobile Apps		
	What is it? Apps designed for mobile platforms. What can I enter? Games, tools, etc.	Single	INR 9500
2202	Mobile Interaction & Experience		
	What is it? Branded digital tools or services that engage consumers and improve their experience. What can I enter? Web apps, screensavers, widgets... What else do I need to know? This category is not for mobile or social media work – enter these into the Mobile Marketing jury or Use of Social Media category instead.	Single Campaign	INR 7500 INR 9500
2203	Art Direction for Mobile Marketing		
	What is it? Mobile ads, apps and sites, MMS/ IM ads...	Single Campaign	INR 7500 INR 9500
2204	Animation & Illustration for Mobile Marketing		
	What can I enter? Mobile ads, apps and sites, SMS ads... What else do I need to know? This category is not for mobile work – enter this into the Mobile Marketing jury instead.	Single Campaign	INR 7500 INR 9500
2205	Writing for Mobile Marketing		
	What can I enter? Mobile ads, apps and sites, iAds... What else do I need to know? To ensure that the work submitted is judged fairly, please ensure accurate translations or transliterations are made available in English.	Single Campaign	INR 7500 INR 9500

Integrated Digital Campaign

2301	Integrated Digital Campaign		
	What is it? Integrated campaigns that run mainly on online media. Should include the use of a few different platforms, e.g. sites, mobile, apps. banners, social media, etc. Offline elements are accepted if they work with the digital parts.	Campaign	INR 11500

Innovation

2401	Technological Innovation		
	What is it? Design work that pushes the boundaries of what can be done in digital, using technology in a novel way.	Single	INR 9500
2402	Innovative Use of Technology		
	What is it? Digital marketing that pushes the boundaries of what can be done in digital, using technology in a novel way to promote a brand.	Single	INR 9500
2403	Innovative Use of Mobile Technology		
	What is it? Work that pushes the boundaries of what can be done with mobile technology, using it in a novel way. What is it? Work that uses GPS, networked games, augmented mobile experiences...	Single	INR 9500
2404	Digital Installation		
	What is it? Video installations or projections that create immersive environments. May or may not be interactive.	Single	INR 11500