

VIACOM 18
PRESENTS

 **2019
KYOORIUS
CREATIVE
AWARDS**

POWERED BY
**THE TIMES
OF INDIA**

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LAQSHYA
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AWARDS BY
kyoorius 

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IMPORTANT DATES

Final Deadline

All entries must be submitted by 8 May 2019.

Physical & Supplementary Media

All physical and supplementary media must reach Kyoorius by 10 May 2019.

Payment

All payments must reach Kyoorius within 7 days of the date on your Proforma Invoice.

Judging

Judging shall commence 16 May 2019, and end 18 May 2019.

In-Book Winners

In-Book winners will be revealed in the fourth week of May 2019.

Kyoorius Creative Awards Night

Blue and Black Elephant winners will be revealed and awarded at the Kyoorius Creative Awards Night on 1 June 2019 at Dome@NSCI Stadium, Mumbai.

ABOUT

Kyoorius Creative Awards

Ethically and with the highest standards, the Kyoorius Creative Awards recognise, honour and award the most outstanding creative work in the Indian visual communications sphere.

Kyoorius Creative Awards are brought to you in association with The One Club Of Creativity, organisers of The One Show, with a common aim to create a truly neutral and transparent platform to reward the best in Indian advertising, media and digital creativity.

The Awards have a comprehensive list of categories, structured to recognise individual components as well as entire campaigns and projects that exist across multiple platforms and channels. A specialist jury, consisting of the top creatives from across the world is selected to judge all submitted entries.

All winners and nominations are featured in the Kyoorius Awards Annual, distributed to over 5000 corporates and creatives across India, providing an invaluable and unrivalled source of creative inspiration.

Kyoorius

Since 2006, Kyoorius has been at the forefront of connecting the creative community in India through programmes that inform, inspire and stimulate. An initiative of Transasia Fine Papers, Kyoorius celebrates all aspects of creative communications and marketing. Through events, regular publications and other initiatives, Kyoorius is committed to galvanising creativity in India and inspiring future innovators.

ELIGIBILITY & RULES

Dates

All work must be published or aired for the first time between **1 January 2018 – 31 March 2019**

“Published” means the advertisement or 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 are eligible, as long as you submit a client contact name, phone number and email address with the entry. This information will be used to verify the ad if it is questioned during the judging process.
- Executive Approval Form: All entries must be submitted with signed approval from an executive of the entering agency (CCO, ECD or equivalent) to verify that all work entered is authentic, approved by the client, submitted as aired or displayed, and is within the spirit of the rules.

*Note: This required form will be automatically generated once you submit payment and complete your entries.

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.
- The exact same piece may NOT be entered into different Vertical Markets.
- 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.

Language Restrictions

- The Kyoorius Creative Awards celebrate and recognize work published or released in English and Hindi only.
- English translations are required for all work in Hindi. These can be included in the ‘Translation’ section when creating your entry online.
- Video Entries: For video entries in Hindi, please provide English subtitles.

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 made and run without a client's approval, will be banned from entering the Kyoorius Creative Awards for 5 years.
- The team credited on the fake ad 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 an ad that has run once, on late night TV, or has only run because the agency produced a single ad 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 ad 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 will 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.

AWARDS

In-Book Winner

An In-Book is recognized as cutting edge, stellar work that sits at a higher notch than the mass of advertising, design, marketing communications or visual communications work seen by one and all. In-Book winners receive a Baby Elephant trophy, and are featured in the Kyoorius Awards Annual.

Blue Elephant

The Blue Elephant is recognised as a symbol of the very highest creative or design 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.

Black Elephant

The Black Elephant is recognised as work that is the best of the entire show, regardless of disciplines and categories. A rare and most prestigious achievement, the winner receives the most coveted Black Elephant trophy, is showcased in the Kyoorius Awards Annual, and is eligible to use the Black Elephant mark for publicising the work.

GLOSSARY OF TERMS

For the purposes of the Kyoorius Creative Awards, the terms on the following pages are to be used as provided.

Category Structure

- Discipline: The various classifications of work under which entries may be submitted. (e.g. Print Advertising, Film Advertising, Traditional Media, Digital Innovation, etc.)
- Vertical Market: The specific industry to which your promoted product or service relates.
- Category: The specific media or platform type.
- Subcategory: The most specific detail of your entry category selection. Multiple Subcategories may be listed within a Category.
- Note: The term "Category" often includes the "Subcategory" information in correspondence.

Company Information

- Company Type: The main function of your company. Options available are Agency, Production Company, Design Firm, Digital Agency, PR & Marketing, and Media Company.
- Company Role: The role of your company as it pertains to the project in your entry. Primary and Secondary Companies are listed with the "Agency" credit in the online Archives and the Kyoorius Awards Annual. Supporting companies are published in the full credits list.
- Primary Company: The company that led the project. This is usually the agency of record. If multiple companies worked on the project, you may include them in the "Secondary Company" credit.
- Secondary Company: A company that also worked on the project. The lead company should be listed under "Primary Company."
- Supporting Company: A company that assisted in the creation of the project, but in a supporting role.

GLOSSARY OF TERMS

Entries

- Single: A single piece of work that may or may not be part of a campaign.
- Series / Campaign: Three to five pieces (elements) of work that are part of the same campaign. Specifics can vary between categories.
*Note: Two pieces (elements) must be entered as two Single entries; they do not count as a Campaign.
- Completed Entries: After submitting payment in the entry process, your entries are considered "Completed." Entries that are not completed still exist on your "Review Entries" page, but will not be eligible for judging until completed.
*Note: "Completed Entries" may be referred to as "Closed Entries" in correspondence.
- Executive Approval Form (EA Form): Approval form verifying that the work submitted is authentic and was approved by the client.
- Verification Form: A form explaining where and when the work ran, with proof of print or air date.

Payment

- Proforma Invoice: This is a documentation of the financial summary of your entries. This will only include the entries for which you have submitted payment in the entry process.
- Offline Payment: Payment by Cheque, or NTGS / REFT Transfer are accepted as Offline Payment. The completed second page of the Proforma Invoice must be sent along with your payment.
*Note: Not including the required information may cause the processing of your entries to be delayed. Your payment status will remain "Not Paid" until we receive and process your payment.
- Online Payment: Payment by Online Credit Card (Mastercard & Visa) is accepted. Your credit card information will be encrypted and processed via VeriSign Secure Online Payment Gateway so your privacy is protected. Kyoorius WILL NOT STORE your information for any reason.

GLOSSARY OF TERMS

Submission Media

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

Element

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

*Note: Case Study Videos do not count as 1 element – the video should contain an overview of the various elements of your campaign.

Media

Media includes physical items, digital images, videos, audio files, URLs or PDFs.

*Note: Reference Images are considered as Media, but not Submission Media.

Content Video

A video with content as it 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.

Content Image / Digital Image

An image with content as it was originally placed. Content Images contain no extraneous information and should not include background, explanation or results.

Project Board

A composite of multiple images and information that provides an explanation of the project. It should focus on the idea of the project and its creative execution. These may also include cultural background, explanation and results.

Reference Images

All entries require high resolution digital images. Only images for entries submitted in categories listed as judging digital images will be judged by the jury.

ENTERING

Enter using the judging system on <https://awards.kyoorius.com>

Information Requirements

All entries require information on the project. Below is the information that is required for all entries, regardless of category.

*Note: Optional fields are noted as such.

General Project Information

- Client Company: Who was the client on the project?
- Client URL: Client's website (optional)
- Entry Title: Name your entry appropriately
- Long Description: Describe your project in 150 words or less; the jury will see this
- Translation: A translation to English is required for all entries which are not originally in English

Credits

- Company: Which companies worked on this project?
*Note: See glossary of terms for clarification
- Individual: Which individuals contributed to this project?

Media

Judging media is determined by the category. However, each entry is required to include reference images and a thumbnail. The jury will see this thumbnail for reference only during judging.

Mailing Instructions

- Some categories require that physical materials are submitted for judging. These entries must be received at Kyoorius no later than 10 May 2019.
- Entry Labels: All labels for physical entries will be automatically generated in Kyoorius Creative Awards entry system. These can be downloaded on the "Completed Entries" page in your account. All entry labels must be printed and attached to your entry before mailing.

Shipping

Mail all physical entries to:
Kyoorius Communications
Pvt. Ltd.
Second Floor, Kohinoor Estate,
165, Tulsi Pipe Road,
Lower Parel, Mumbai – 400013
Maharashtra

PAYMENT

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 Payment

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.

Offline Payment

- Cheque: 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

- NTGS / REFT Transfer:

Entrants may arrange for payment via net-banking or NTGS / REFT transfer. Account details will be given during the payment process.

All entry fees are non-refundable and non-transferable. Whether you select online or offline payment, you are committing to pay for your entries in full.

CONTACT US

Got a question?

Write to info@kyoorius.com

Pay us a visit at

Kyoorius Communications,
Second Floor, Kohinoor Estate,
165, Tulsi Pipe Road,
Lower Parel, Mumbai – 400013

You can call us at

+91.22.4236.3600

Or reach out to our
zonal representatives.

WEST

Nidhi Shah

+91.96998.94124

nidhi@kyoorius.com

Krishnan Jaganathan

+91.99672.94555

krishnan@kyoorius.com

SOUTH & EAST

Pinky Ballal

+91.99803.26943

pinky@kyoorius.com

NORTH

Raj Upadhyay

+91.97163.08506

raj@kyoorius.com



**2019
KYOORIUS
ADVERTISING
AWARDS**

CATEGORIES & PRICING

PRESS ADVERTISING

PRESENTED BY



1001	Press Advertising	Single	Rs 11,000
		Campaign	Rs 13,500

Advertising that has appeared in a newspaper or magazine.

Submission Media: Physical (2D or 3D)

Elements Required: 1 (Single) / 3 to 5 (Campaign)

1002	Innovation In Press Advertising	Single	Rs 11,000
		Campaign	Rs 13,500

Advertising that innovates existing tools or new technologies to push the boundaries of press advertising.

Submission Media: Physical (2D or 3D)

Elements Required: 1 (Single) / 3 to 5 (Campaign)

OUTDOOR ADVERTISING

PRESENTED BY



1101	Ambient: P.O.P. & In-Store	Single	Rs 11,000
		Campaign	Rs 13,500

A shelf banner, 3D display, or other promotion placed in-store or at point-of-purchase.

Submission Media: Physical (2D or 3D) or Digital Images

Elements Required: 1 (Single) / 3 to 5 (Campaign)

1102	Ambient: Billboards & Travel	Single	Rs 11,000
		Campaign	Rs 13,500

Advertising that appears in or around transit, including billboards, bus shelters, subways, taxis, airports, etc.

Submission Media: Digital Images or Case Study Video

Elements Required: 1 (Single) / 3 to 5 (Campaign)

1103	Poster Advertising: Free Format	Single	Rs 11,000
		Campaign	Rs 13,500

A standard poster, including indoor posters, point-of-sales posters, or conventional outdoor sites.

Submission Media: Physical (2D or 3D)

Elements Required: 1 (Single) / 3 to 5 (Campaign)

1104	Poster Advertising:	Single	Rs 11,000
	Digital Screens	Campaign	Rs 13,500
	Posters that have been specifically design for use on digital screens, and could prompt interaction from the viewer.		
	Submission Media: Digital Images		
	Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1105	Innovation	Single	Rs 16,000
	In Outdoor Advertising		
	Advertising that innovates existing tools or new technologies to push the boundaries of outdoor advertising.		
	Submission Media: Case Study Video		
	Elements Required: 1		

DIRECT MARKETING COMMUNICATIONS

1201	Direct Response: Press	Single	Rs 11,000
		Campaign	Rs 13,500
	Advertising published in newspapers or magazines that drive a specific 'call to action' or target a specific audience.		
	Submission Media: Physical (2D or 3D)		
	Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1202	Direct Response: Poster	Single	Rs 11,000
		Campaign	Rs 13,500
	Advertising on posters or hoardings, including billboards, bus shelters, subways, trains, taxis, at point-of-purchase sites, that drive a specific 'call to action' or target a specific audience.		
	Submission Media: Physical (2D or 3D)		
	Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1203	Direct Response: Ambient	Single	Rs 11,000
		Campaign	Rs 13,500
	Non-traditional, out-of-home direct marketing communications		
	Submission Media: Physical (2D or 3D) or Digital Images		
	Elements Required: 1 (Single) / 3 to 5 (Campaign)		

1204	Direct Response: Mailers	Single	Rs 11,000
		Campaign	Rs 13,500
	Physical direct mail that drives a specific 'call to action' or targets a specific audience. For instance, door drops or physical mailers. Submission Media: Physical (2D or 3D) Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1205	Direct Response:	Single	Rs 11,000
	Radio / Audio	Campaign	Rs 13,500
	Audio-only work that drives a specific 'call to action' or targets a specific audience. Submission Media: Audio File Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1206	Direct Response: Film	Single	Rs 11,000
		Campaign	Rs 13,500
	Ads or promotional films that drive a specific 'call to action' or target a specific audience. Submission Media: Content Video Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1207	Innovation In Direct Marketing Communications	Single	Rs 16,000
	Work that innovates the medium by eliciting a direct response in a new and innovative way. Submission Media: Case Study Video Elements Required: 1		

ART DIRECTION

1301	Art Direction:	Single	Rs 11,000
	Press Advertising	Campaign	Rs 13,500
	Advertising in newspapers or magazines where the art direction brings the creative idea to life. Submission Media: Physical (2D or 3D) Elements Required: 1 (Single) / 3 to 5 (Campaign)		

- | | | | |
|------|---|----------|-----------|
| 1302 | Art Direction: | Single | Rs 11,000 |
| | Poster & Outdoor Advertising | Campaign | Rs 13,500 |
- Advertising on posters or hoardings, including billboards, bus shelters, subways, trains, taxis, at point-of-purchase sites, where the art direction brings the creative idea to life.
 Submission Media: Physical (2D or 3D) or Digital Images
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
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- | | | | |
|------|---|----------|-----------|
| 1303 | Art Direction: Direct Marketing Communications | Single | Rs 11,000 |
| | | Campaign | Rs 13,500 |
- Advertising in physical communication that elicits a direct response from users, including posters, mailers, handouts, leaflets, where the art direction brings the creative idea to life.
 Submission Media: Physical (2D or 3D)
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
-

CRAFT FOR ADVERTISING

- | | | | |
|------|---------------------|----------|-----------|
| 1401 | Illustration | Single | Rs 11,000 |
| | | Campaign | Rs 13,500 |
- Advertising where illustration brings the creative idea to life.
 For press, poster, outdoor or direct marketing communications.
 Submission Media: Physical (2D or 3D)
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
-
- | | | | |
|------|--------------------|----------|-----------|
| 1402 | Photography | Single | Rs 11,000 |
| | | Campaign | Rs 13,500 |
- Advertising where photography brings the creative idea to life.
 For press, poster, outdoor or direct marketing communications.
 Submission Media: Physical (2D or 3D)
 Elements Required: 1 (Single) / 3 to 5 (Campaign)

- | | | | |
|------|-------------------|----------|-----------|
| 1403 | Typography | Single | Rs 11,000 |
| | | Campaign | Rs 13,500 |
- Advertising where typography brings the creative idea to life.
For press, poster, outdoor or direct marketing communications.
Submission Media: Physical (2D or 3D)
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- | | | | |
|------|--|----------|-----------|
| 1404 | Digital Graphics
& Enhancements | Single | Rs 11,000 |
| | | Campaign | Rs 13,500 |
- Advertising where digital graphics or enhancements to illustration, photography or typography brings the creative idea to life. For press, poster, outdoor or direct marketing communications.
Submission Media: Physical (2D or 3D)
Elements Required: 1 (Single) / 3 to 5 (Campaign)
-

RADIO / AUDIO ADVERTISING & CRAFT

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|------|---|--------|-----------|
| 1501 | Radio / Audio Spot:
1 – 30 Seconds | Single | Rs 11,000 |
|------|---|--------|-----------|
- A single audio-only promotional spot between 1 to 30 seconds.
Submission Media: Audio File
Elements Required: 1
- | | | | |
|------|--|--------|-----------|
| 1502 | Radio / Audio Spot:
31 – 60 Seconds | Single | Rs 11,000 |
|------|--|--------|-----------|
- A single audio-only promotional spot between 31 to 60 seconds.
Submission Media: Audio File
Elements Required: 1
- | | | | |
|------|--|--------|-----------|
| 1503 | Radio / Audio Spot:
61+ Seconds | Single | Rs 11,000 |
|------|--|--------|-----------|
- A single audio-only promotional spot over 60 seconds.
Submission Media: Audio File
Elements Required: 1

- 1504 **Radio / Audio Campaign** Campaign Rs 13,500
 3 to 5 audio-only spots as iterations of the same promotion.
 Individual spots can be of same, or different durations.
 Submission Media: Audio File
 Elements Required: 3 to 5
- 1505 **Innovation** Single Rs 11,000
In Radio / Audio Advertising Campaign Rs 13,500
 Work that pushes the boundaries of audio-only media.
 Submission Media: Audio File or Case Study Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 1506 **Direction** Single Rs 11,000
For Radio / Audio Advertising Campaign Rs 13,500
 Overall artistic vision of an audio-only piece.
 Submission Media: Audio File
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 1507 **Sound Design** Single Rs 11,000
For Radio / Audio Advertising Campaign Rs 13,500
 Audio-only work that uses sound design as the key element to reinforce the concept. Includes the process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, etc.
 Submission Media: Audio File
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 1508 **Use Of Music** Single Rs 11,000
For Radio / Audio Advertising Campaign Rs 13,500
 Audio-only work that uses music as the key element to reinforce the concept. Includes original composition, licensed recordings or adapted / altered versions of existing recordings.
 Submission Media: Audio File
 Elements Required: 1 (Single) / 3 to 5 (Campaign)

1509	Casting & Performance For Radio / Audio Advertising	Single Campaign	Rs 11,000 Rs 13,500
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Audio-only work that brings an idea to life through voice performance, such as use of tone and pacing, accents or impersonations, etc.
Submission Media: Audio File
Elements Required: 1 (Single) / 3 to 5 (Campaign)

WRITING FOR ADVERTISING

1601	Writing For Press Advertising	Single Campaign	Rs 11,000 Rs 13,500
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Writing for advertising that has appeared in a newspaper or a magazine.

Submission Media: Physical (2D or 3D)

Elements Required: 1 (Single) / 3 to 5 (Campaign)

1602	Writing For Poster & Outdoor Advertising	Single Campaign	Rs 11,000 Rs 13,500
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Writing for advertising that has appeared on posters or hoardings, including billboards, bus shelters, subways, taxis, airports, point-of-purchase or other sites.

Submission Media: Physical (2D or 3D) or Digital Images

Elements Required: 1 (Single) / 3 to 5 (Campaign)

1603	Writing For Branded Editorials (Press, Poster & Outdoor)	Single Campaign	Rs 11,000 Rs 13,500
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Long form branded writing content created for promotional purposes. You can enter blog posts, articles, listicles, etc.

Submission Media: Physical (2D or 3D) or Digital Images

Elements Required: 1 (Single) / 3 to 5 (Campaign)

1604	Writing For Direct Marketing Communications	Single Campaign	Rs 11,000 Rs 13,500
	Writing for direct marketing communications, including mailers, posters, press, audio, or films that illicit a 'call to action' from the audience. Submission Media: Physical (2D or 3D) or Digital Images Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1605	Writing For Radio / Audio Advertising	Single Campaign	Rs 11,000 Rs 13,500
	Scripts for audio-only advertising spots. Submission Media: Audio File Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1606	Writing For Film Advertising (TVCs)	Single Campaign	Rs 11,000 Rs 13,500
	Scripts or visible copy for ad films broadcast on television. Submission Media: Content Video Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1607	Writing For Film Advertising (TV Programme Promotions)	Single Campaign	Rs 11,000 Rs 13,500
	Scripts or visible copy for programme promotions on television. Submission Media: Content Video Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1608	Writing For Film Advertising (Branded Content)	Single Campaign	Rs 11,000 Rs 13,500
	Scripts or visible copy for branded content broadcast on television. Submission Media: Content Video Elements Required: 1 (Single) / 3 to 5 (Campaign)		

FILM ADVERTISING

- 1701 **Ad / Promotional Film:** Single Rs 14,000
1 – 30 Seconds
Short format single ad films for broadcast, narrowcast or cinema.
Submission Media: Content Video
Elements Required: 1
- 1702 **Ad / Promotional Film:** Single Rs 14,000
31 – 60 Seconds
Medium format single ad films for broadcast, narrowcast or cinema.
Submission Media: Content Video
Elements Required: 1
- 1703 **Ad / Promotional Film:** Single Rs 14,000
61+ Seconds
Long format single ad films for broadcast, narrowcast or cinema.
Submission Media: Content Video
Elements Required: 1
- 1704 **Ad / Promotional Film Campaign** Campaign Rs 16,000
A campaign of film ads for broadcast, narrowcast, or cinema.
These films can be of the same or different durations.
Submission Media: Content Video
Elements Required: 3 to 5
- 1705 **Ad / Promotional Films:** Single Rs 14,000
Other Screens Campaign Rs 16,000
Film advertising that's shown on a screen other than television or cinema. Includes films shown on outdoor screens, at events, in presentations, on airplanes, etc.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)

- | | | | |
|------|--|--------------------|------------------------|
| 1706 | Ad / Promotional Films:
Use Of Second Screens | Single
Campaign | Rs 14,000
Rs 16,000 |
| | Film advertising where mobile devices, tablets, or other screens are used in parallel.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign) | | |
| | | | |
| 1707 | Ad / Promotional Films:
Interactive Films | Single
Campaign | Rs 14,000
Rs 16,000 |
| | Film advertising that prompts interaction from the viewer.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign) | | |
| | | | |
| 1708 | Ad / Promotional Films:
Produced Under Rs 10 Lakh | Single
Campaign | Rs 14,000
Rs 16,000 |
| | Commercial film spots that have been produced under a budget of Rs 10 Lakh.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign) | | |
| | | | |
| 1709 | Innovation In Film Advertising | Single | Rs 16,000 |
| | Work that pushes the boundaries of film advertising as a medium.
Submission Media: Content Video / Case Study Video
Elements Required: 1 | | |

BROADCAST / TV PROMOS

- | | | | |
|------|--|--------|-----------|
| 1801 | Non-Fiction Programmes:
1 – 30 Seconds | Single | Rs 14,000 |
| | Short format ad film for non-fiction TV programme promotions.
Submission Media: Content Video
Elements Required: 1 | | |

- | | | | |
|------|---|----------|-----------|
| 1802 | Non-Fiction Programmes:
31 –60 Seconds | Single | Rs 14,000 |
| | Medium format ad film for non-fiction TV programme promotions.
Submission Media: Content Video
Elements Required: 1 | | |
| 1803 | Non-Fiction Programmes:
61+ Seconds | Single | Rs 14,000 |
| | Long format ad film for non-fiction TV programme promotions.
Submission Media: Content Video
Elements Required: 1 | | |
| 1804 | Non-Fiction Programme
Campaign | Campaign | Rs 16,000 |
| | A campaign of ad films for non-fiction TV programme promotions.
These films can be of the same or different durations.
Submission Media: Content Video
Elements Required: 3 to 5 | | |
| 1805 | Fiction Programmes:
1 – 30 Seconds | Single | Rs 14,000 |
| | Short format ad film for fiction TV programme promotions.
Submission Media: Content Video
Elements Required: 1 | | |
| 1806 | Fiction Programmes:
31 –60 Seconds | Single | Rs 14,000 |
| | Medium format ad film for fiction TV programme promotions.
Submission Media: Content Video
Elements Required: 1 | | |
| 1807 | Fiction Programmes:
61+ Seconds | Single | Rs 14,000 |
| | Long format ad film for fiction TV programme promotions.
Submission Media: Content Video
Elements Required: 1 | | |

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|------|---|----------|-----------|
| 1808 | Fiction Programme Campaign | Campaign | Rs 16,000 |
| | <p>A campaign of ad films for fiction TV programme promotions. These films can be of the same or different durations.
 Submission Media: Content Video
 Elements Required: 3 to 5</p> | | |
| 1809 | Innovation In TV Programme Promos | Single | Rs 16,000 |
| | <p>Work that pushes the boundaries of TV programme promos.
 Submission Media: Case Study Video
 Elements Required: 1</p> | | |
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FILM CRAFT

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|------|---|--------------------|------------------------|
| 1901 | Animation & Special Effects For Film Advertising | Single
Campaign | Rs 14,000
Rs 16,000 |
| | <p>Animation for ad or promo films, which includes cel, stop-motion, 2D or 3D animation, photo-realistic or character animation.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)</p> | | |
| 1902 | Casting & Performance For Film Advertising | Single
Campaign | Rs 14,000
Rs 16,000 |
| | <p>Work that brings an idea to life through the pre-production process of casting, including voice-casting.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)</p> | | |
| 1903 | Cinematography For Film Advertising | Single
Campaign | Rs 14,000
Rs 16,000 |
| | <p>Work that brings an idea to life through the quality, composition and style of the photography and lighting, and the use of camera techniques.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)</p> | | |

1904	Direction	Single	Rs 14,000
	For Film Advertising	Campaign	Rs 16,000
	Work that brings an idea to life through the director's innovation and overall artistic vision.		
	Submission Media: Content Video		
	Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1905	Editing	Single	Rs 14,000
	For Film Advertising	Campaign	Rs 16,000
	Work that brings an idea to life through innovation in editing craft.		
	Submission Media: Content Video		
	Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1906	Production Design	Single	Rs 14,000
	For Film Advertising	Campaign	Rs 16,000
	Production design (set design, location builds, etc.) that help bring an idea to life.		
	Submission Media: Content Video		
	Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1907	Sound Design	Single	Rs 14,000
	For Film Advertising	Campaign	Rs 16,000
	Sound design that is integral to the work and brings the idea to life.		
	Submission Media: Content Video		
	Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1908	Use Of Music	Single	Rs 14,000
	For Film Advertising	Campaign	Rs 16,000
	Work where the musical score brings the idea to life.		
	Submission Media: Content Video		
	Elements Required: 1 (Single) / 3 to 5 (Campaign)		
1909	Title Sequences	Single	Rs 14,000
	Credit or title sequences at the beginning or end of a film.		
	Submission Media: Content Video		
	Elements Required: 1		

BRANDED CONTENT

- 2001 **Branded Editorial Content:** Single Rs 14,000
Newspapers & Magazines Campaign Rs 16,000
Branded content that appears in newspapers or magazines,
written and produced for promotional purposes.
Submission Media: Physical (2D or 3D)
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2002 **Branded Editorial Content:** Single Rs 14,000
Radio/Audio Campaign Rs 16,000
Audio-only branded content produced for promotional purposes.
Submission Media: Audio File
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2003 **Branded Editorial Content:** Single Rs 14,000
Digital Platforms Campaign Rs 16,000
Branded content that appears on digital platforms, produced for
promotional purposes.
Submission Media: URL or Case Study Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2004 **Branded Films:** Single Rs 14,000
Fiction Up To 5 Minutes Campaign Rs 16,000
Fictional branded films of up to 5 minutes, produced for
promotional purposes.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2005 **Branded Films:** Single Rs 14,000
Fiction Over 5 Minutes Campaign Rs 16,000
Fictional branded films over 5 minutes, produced for promotional
purposes.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)

2006	Branded Films: Non-Fiction Up To 5 Minutes	Single Campaign	Rs 14,000 Rs 16,000
	Non-fictional branded films of up to 5 minutes, produced for promotional purposes. Submission Media: Content Video Elements Required: 1 (Single) / 3 to 5 (Campaign)		
2007	Branded Films: Non-Fiction Over 5 Minutes	Single Campaign	Rs 14,000 Rs 16,000
	Non-fictional branded films over 5 minutes, produced for promotional purposes. Submission Media: Content Video Elements Required: 1 (Single) / 3 to 5 (Campaign)		
2008	Branded Films: User-Generated Content	Single	Rs 16,000
	Branded content that makes use of content voluntarily produced by customers. Submission Media: Case Study Film Elements Required: 1		
2009	Branded Content: Others	Single	Rs 16,000
	Branded content produced for promotional purposes on media and platforms other than press, radio/audio, digital, or films. Submission Media: Case Study Film Elements Required: 1		

EXPERIENTIAL MARKETING & ACTIVATIONS

2101	Live Brand Experience Or Activations	Single	Rs 16,000
	Any live brand experience held at a consumer or business event. Including installations, demos, trade shows, expos & pop-ups. Submission Media: Case Study Film Elements Required: 1		

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|------|--|--------|-----------|
| 2102 | <p>Guerrilla Marketing Or Stunts</p> <p>Any brand activation using guerrilla marketing, short/one-off live executions, street teams, publicity stunts and street stunts to drive customer engagement.</p> <p>Submission Media: Case Study Film</p> <p>Elements Required: 1</p> | Single | Rs 16,000 |
| 2103 | <p>Brand-Owned Experience Events & IPs</p> <p>Any live experience/activation event that is brand specific and stand-alone. Including permanent installations, pop-ups which are not part of a wider event, venue takeovers and brand-owned music festivals/concerts.</p> <p>Submission Media: Case Study Film</p> <p>Elements Required: 1</p> | Single | Rs 16,000 |
| 2104 | <p>Sponsorship Or Partnership</p> <p>This category recognises partnerships/sponsorships that create immediate and long term brand experiences or activations.</p> <p>Submission Media: Case Study Film</p> <p>Elements Required: 1</p> | Single | Rs 16,000 |
| 2105 | <p>Contests & Games</p> <p>Live experience / activation events that utilise contest or games.</p> <p>Submission Media: Case Study Film</p> <p>Elements Required: 1</p> | Single | Rs 16,000 |
| 2106 | <p>Launch / Re-Launch</p> <p>Brand experiences or activations created to launch or re-launch a brand, product or service.</p> <p>Submission Media: Case Study Film</p> <p>Elements Required: 1</p> | Single | Rs 16,000 |

- 2107 **Innovation In Experiential Marketing** Single Rs 16,000
 A live experience or activation that innovates on the possibilities and usage of experiential marketing norms.
 Submission Media: Case Study Film
 Elements Required: 1

TOPICAL ADVERTISING

PRESENTED BY



- 2201 **Topical Advertising: Press** Single Rs 11,000
 Campaign Rs 13,500
 Advertising in newspapers or magazines that uses the popularity of a specific news story or event to generate maximum coverage for the brand.
 Submission Media: Physical (2D or 3D)
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2202 **Topical Advertising: Poster & Outdoor** Single Rs 11,000
 Campaign Rs 13,500
 Advertising on posters or hoarding sites, including billboards, point-of-purchase sites, transport and other transit sites that use the popularity of a specific news story or event.
 Submission Media: Physical (2D or 3D) or Digital Images
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2203 **Topical Advertising: Radio / Audio Advertising** Single Rs 11,000
 Campaign Rs 13,500
 Audio-only advertising that uses the popularity of a specific news story or event to generate maximum coverage for the brand.
 Submission Media: Audio File
 Elements Required: 1 (Single) / 3 to 5 (Campaign)

- 2204 **Topical Advertising:** Single Rs 11,000
Film Advertising Campaign Rs 13,500
 Advertising or promotional films that use the popularity of a specific news story or event to generate maximum coverage for the brand.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2205 **Topical Advertising:** Single Rs 11,000
Digital Media Campaign Rs 13,500
 Online display or search advertising or promotions that uses the popularity of a specific news story or event to generate maximum coverage for the brand.
 Submission Media: Digital Images or Content/Case Study Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2206 **Topical Advertising:** Single Rs 11,000
Social Media Campaign Rs 13,500
 Advertising or promotions on social media platforms that use the popularity of a specific news story or event to generate maximum coverage for the brand.
 Submission Media: Digital Images or Content/Case Study Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2207 **Topical Advertising:** Single Rs 13,500
Cross-Platform / Integrated
 An advertising or promotional campaign that uses more than one medium for execution of the creative idea, and uses the popularity of a specific news story or event to generate maximum coverage for the brand.
 Submission Media: Case Study Video
 Elements Required: 1
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CROSS-PLATFORM / INTEGRATED ADVERTISING CAMPAIGNS

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|------|---|--------|-----------|
| 2301 | Cross-Platform / Integrated Campaign
Advertising or promotional campaigns where a central idea connects across a variety of media.
Submission Media: Case Study Video
Elements Required: 1 | Single | Rs 16,000 |
| 2302 | Innovation In Cross-Platform / Integrated Campaign
Campaigns that push the boundaries of the use of media channels, using them in a new way to promote a brand.
Submission Media: Case Study Video
Elements Required: 1 | Single | Rs 16,000 |
| 2303 | Cross-Platform / Integrated Campaign: Led By Press
Cross-platform campaigns that primarily rely on press advertising.
Submission Media: Case Study Video
Elements Required: 1 | Single | Rs 16,000 |
| 2304 | Cross-Platform / Integrated Campaign: Led By Outdoor
Cross-platform campaigns that primarily rely on outdoor advertising.
Submission Media: Case Study Video
Elements Required: 1 | Single | Rs 16,000 |
| 2305 | Cross-Platform / Integrated Campaign: Led By Radio / Audio
Cross-platform campaigns that primarily rely on audio-only advertising.
Submission Media: Case Study Video
Elements Required: 1 | Single | Rs 16,000 |

2306	Cross-Platform / Integrated Campaign: Led By Film Cross-platform campaigns that primarily rely on film advertising. Submission Media: Case Study Video Elements Required: 1	Single	Rs 16,000
2307	Cross-Platform / Integrated Campaign: Led By Experiential Cross-platform campaigns that primarily rely on experiential marketing and activations. Submission Media: Case Study Video Elements Required: 1	Single	Rs 16,000
2308	Cross-Platform / Integrated Campaign: Led By Direct Cross-platform campaigns that primarily rely on direct marketing communications. Submission Media: Case Study Video Elements Required: 1	Single	Rs 16,000

PUBLIC SERVICE ANNOUNCEMENTS

2401	PSA: Press Advertising in newspapers or magazines intended to raise awareness or inform the masses about a public concern. Submission Media: Physical (2D or 3D) Elements Required: 1 (Single) / 3 to 5 (Campaign)	Single Campaign	Rs 11,000 Rs 13,500
2402	PSA: Poster & Outdoor Advertising on posters or hoarding sites, including billboards, point-of-purchase sites, transport and other transit sites intended to raise awareness or inform the masses about a public concern. Submission Media: Physical (2D or 3D) or Digital Images Elements Required: 1 (Single) / 3 to 5 (Campaign)	Single Campaign	Rs 11,000 Rs 13,500

2403	PSA: Radio / Audio Advertising	Single Campaign	Rs 11,000 Rs 13,500
<p>Audio-only advertising intended to raise awareness or inform the masses about a public concern. Submission Media: Audio File Elements Required: 1 (Single) / 3 to 5 (Campaign)</p>			
2404	PSA: Film Advertising	Single Campaign	Rs 11,000 Rs 13,500
<p>Advertising or promotional films intended to raise awareness or inform the masses about a public concern. Submission Media: Content Video Elements Required: 1 (Single) / 3 to 5 (Campaign)</p>			
2405	PSA: Digital Media	Single Campaign	Rs 11,000 Rs 13,500
<p>Online display or search advertising or promotions intended to raise awareness or inform the masses about a public concern. Submission Media: Digital Images Or Content/Case Study Video Elements Required: 1 (Single) / 3 to 5 (Campaign)</p>			
2406	PSA: Social Media	Single Campaign	Rs 11,000 Rs 13,500
<p>Advertising or promotions on social media platforms intended to raise awareness or inform the masses about a public concern. Submission Media: Digital Images Or Content/Case Study Video Elements Required: 1 (Single) / 3 to 5 (Campaign)</p>			
2407	PSA: Cross-Platform / Integrated	Single	Rs 13,500
<p>An advertising or promotional campaign that uses more than one medium for execution of the creative idea, intended to raise awareness or inform the masses about a public concern. Submission Media: Case Study Video Elements Required: 1</p>			

- 2501 **Led By Brands** Single Rs 16,000
Advertising that seeks to build brands and businesses by doing good. The client can be a neighbourhood brand or a global commercial brand. You can enter both advertising or marcomms campaigns, or individual executions. Entries have to demonstrate positive social impact, the capacity to change behaviour and a sensitivity to sustainability issues across research, development and implementation.
Submission Media: Case Study Video
Elements Required: 1
- 2502 **Led By Not For Profit** Single Rs 16,000
Advertising and marcomms for charities or NGOs. You can enter both advertising or marcomms campaigns, or individual executions. Entries have to demonstrate positive social impact, the capacity to change behaviour and a sensitivity to sustainability issues across research, development and implementation.
Submission Media: Case Study Video
Elements Required: 1
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**2019
KYOORIUS
MEDIA
AWARDS**

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CATEGORIES & PRICING

TRADITIONAL MEDIA

- 2601 **Use Of Publications** Single Rs 16,000
Advertising, advertorials, sponsorship within news brand and magazines, in print and/or online.
Submission Media: Case Study Video
Elements Required: 1
- 2602 **Use Of Radio / Audio Platforms** Single Rs 16,000
Advertising, sponsorship and promotions on audio-only services, whether broadcast, online or on-demand.
Submission Media: Case Study Video
Elements Required: 1
- 2603 **Use Of Branded Editorial Content** Single Rs 16,000
Editorial content designed around and for a brand, including customer magazines, TV and radio programmes, online videos, games, branded websites, etc.
Submission Media: Case Study Video
Elements Required: 1
- 2604 **Use Of Outdoor** Single Rs 16,000
Advertising within out-of-home formats, including digital out-of-home and special builds.
Submission Media: Case Study Video
Elements Required: 1
- 2605 **Use Of TV & Cinema** Single Rs 16,000
Advertising, advertorials, promotions, sponsorship, product placement on TV (channels, programmes, broadcast, VOD) and in cinema.
Submission Media: Case Study Video
Elements Required: 1

- 2606 **Use Of PR** Single Rs 16,000
Media activity that depends upon mediated journalistic exposure.
Submission Media: Case Study Video
Elements Required: 1
- 2607 **Use Of Direct Media** Single Rs 16,000
Mail, email, telephone marketing, or media that allows direct communication with the customer.
Submission Media: Case Study Video
Elements Required: 1
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DIGITAL MEDIA

- 2701 **Use Of Digital Platforms** Single Rs 16,000
Websites, microsites, games, search engines, banner ads, instant messaging, e-mail marketing, digital POS, widgets, downloadable applications, etc.
Submission Media: Case Study Video
Elements Required: 1
- 2702 **Use Of Social Platforms** Single Rs 16,000
Media activation of existing or emerging social platforms and/or social activity including blogs, social networking sites and applications.
Submission Media: Case Study Video
Elements Required: 1
- 2703 **Use Of Mobile** Single Rs 16,000
Media ideas that exploit the use of mobile (including augmented reality, location-specific technology, apps, etc.)
Submission Media: Case Study Video
Elements Required: 1

- 2704 **Use Of Technology** Single Rs 16,000
Use of an existing or new technology in an innovative way.
Includes augmented reality, virtual reality, artificial intelligence, wearable technology, smart devices, etc.
Submission Media: Case Study Video
Elements Required: 1
- 2705 **Use Of Online Advertising** Single Rs 16,000
Advertising within out-of-home formats, including digital out-of-home and special builds.
Submission Media: Case Study Video
Elements Required: 1
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EXPERIENTIAL

- 2801 **Use Of Retail Media** Single Rs 16,000
In-store marketing, pop-up shops, online retail sites, online search.
Submission Media: Case Study Video
Elements Required: 1
- 2802 **Use Of Interaction** Single Rs 16,000
Media ideas that encourage and enable the user to interact or respond to the brand's other activities, including dual screening apps, audio or video recognition, interactive kiosks, etc.
Submission Media: Case Study Video
Elements Required: 1
- 2803 **Use Of Live Events** Single Rs 16,000
Media ideas relating to real-life events or occasions including exhibitions, sports tournaments, arts performances or concerts, either pre-existing, or specially created.
Submission Media: Case Study Video
Elements Required: 1
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CROSS-PLATFORM / INTEGRATED

- 2901 **Use Of Brand Integration** Single Rs 16,000
Enter films, TV shows, mini-series, web series, music videos, online or digital sponsorships, etc that showcase successful integration of a brand or a product into the content piece.
Submission Media: Case Study Video
Elements Required: 1
- 2902 **Use Of Collaboration** Single Rs 16,000
The creative use of sponsor placement where the collaboration between sponsor and project is key.
Submission Media: Case Study Video
Elements Required: 1
- 2903 **Use Of Data** Single Rs 16,000
Any activity in any medium that has been inspired by the insight delivered by the analysis of personal data.
Submission Media: Case Study Video
Elements Required: 1
- 2904 **Use Of Integrated Media** Single Rs 16,000
Creative media ideas that work across several media properties and formats with a central unifying concept.
Submission Media: Case Study Video
Elements Required: 1
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**2019
KYOORIUS
DIGITAL
AWARDS**

CATEGORIES & PRICING

DIGITAL MARKETING

- 3001 **Cross Platform / Integrated Campaign Led By Digital** Single Rs 16,000
Digitally driven advertising or promotional campaigns where a central idea connects across a variety of media.
Submission Media: Case Study Video
Elements Required: 1
- 3002 **Display Advertising Campaign Led By Digital** Single Rs 11,000
Campaign Rs 13,500
Display advertising in paid-for online spaces, including banners, pop-ups, takeovers, etc.
Note: This category is not for digital / online branded films.
Submission Media: Digital Images or Case Study Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3003 **Search (SEO / Paid Search) Advertising** Single Rs 13,500
Search engine advertising or marketing campaign.
Submission Media: Case Study Video
Elements Required: 1
- 3004 **Push Content (E-Mails, Newsletter, etc)** Single Rs 11,000
Campaign Rs 13,500
Digital content that 'push' audiences towards the marketing objective. Includes e-mails, e-newsletters, e-brochures, etc.
Submission Media: Digital Images or Case Study Video
Elements Required: 1 (Single) / 3 to 5 Campaign
- 3005 **Websites, Microsites & Blogs** Single Rs 13,500
Websites, microsites or blogs launched as part of a promotional campaign.
Submission Media: URL or Case Study Video
Elements Required: 1

3006	e-Publishing	Single Campaign	Rs 11,000 Rs 13,500
	e-Books, e-papers, or e-pubs as part of a promotional campaign. Submission Media: URL or Case Study Video Elements Required: 1 (Single) / 3 to 5 Campaign		
3007	Native Content	Single Campaign	Rs 11,000 Rs 13,500
	Online advertisements that match the appearance and function of the platform in which they appear. Submission Media: Digital Images or Case Study Video Elements Required: 1 (Single) / 3 to 5 Campaign		
3008	Apps, Tools & Utilities	Single	Rs 13,500
	Branded digital apps, tools or utilities that engage consumers and improve their experience, including web apps, widgets, etc. Submission Media: URL or Case Study Video Elements Required: 1		
3009	Games	Single	Rs 13,500
	Branded or promotional games, downloaded or played online. Submission Media: URL or Case Study Video Elements Required: 1		

MOBILE MARKETING

3101	Cross Platform / Integrated Campaign Led By Mobile	Single	Rs 16,000
	Mobile driven advertising or promotional campaigns where a central idea connects across a variety of media. Submission Media: Case Study Video Elements Required: 1		

3102	Mobile Adverts	Single Campaign	Rs 11,000 Rs 13,500
	Advertising for mobile devices, in paid-for spaces, including mobile site banners, iAds, mobile takeovers, etc. Submission Media: Digital Images or Case Study Video Elements Required: 1 (Single) / 3 to 5 (Campaign)		
3103	Push Content (SMS, Messaging, etc.)	Single Campaign	Rs 11,000 Rs 13,500
	Mobile based content that 'push' audiences towards the marketing objective. Includes SMS advertising and marketing, or campaigns on messaging platforms. Submission Media: Digital Images or Case Study Video Elements Required: 1 (Single) / 3 to 5 Campaign		
3104	Mobile Websites, Microsites & Blogs	Single	Rs 13,500
	Mobile websites, microsites or blogs launched as part of a promotional campaign. Submission Media: URL or Case Study Video Elements Required: 1		
3105	Mobile Apps, Tools & Utilities	Single	Rs 13,500
	Branded mobile apps, tools or utilities that engage consumers and improve their experience. Submission Media: URL or Case Study Video Elements Required: 1		
3106	Mobile Games	Single	Rs 13,500
	Branded or promotional games, downloaded or played online, meant only for mobile devices. Submission Media: URL or Case Study Video Elements Required: 1		

DIGITAL AUDIO & VIDEO

- 3201 **Non-Interactive Films:** Single Rs 11,000
Advertising Campaign Rs 13,500
Ad or promotional films hosted on a digital platform, without an opportunity to interact with the video or platform, in any manner.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3202 **Non-Interactive Films:** Single Rs 11,000
Branded Content Campaign Rs 13,500
Branded content films hosted on a digital platform, without an opportunity to interact with the video or platform, in any manner.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3203 **Non-Interactive Films:** Single Rs 11,000
Corporate AVs Campaign Rs 13,500
Films that help build a brand, and are not necessarily advertising, promotional or branded content films, hosted on a digital platform, without an opportunity to interact with the video or platform, in any manner.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3204 **Non-Interactive Films:** Single Rs 11,000
Live Video Campaign Rs 13,500
A live video stream hosted on a digital platform, without an opportunity to interact with the video or platform, in any manner.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3205 **Non-Interactive Films:** Single Rs 11,000
Mobile-Only Videos Campaign Rs 13,500
Advertising, promotional or branded content films hosted on a mobile platform, without an opportunity to interact with the video or platform, in any manner.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)

- 3206 **Interactive Films:** Single Rs 11,000
Advertising Campaign Rs 13,500
 Ad or promotional films hosted on a digital platform that allow the opportunity to interact with the video or platform, in any manner.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3207 **Interactive Films:** Single Rs 11,000
Branded Content Campaign Rs 13,500
 Branded content films hosted on a digital platform that allow the opportunity to interact with the video or platform, in any manner.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3208 **Interactive Films:** Single Rs 11,000
Corporate AVs Campaign Rs 13,500
 Films that help build a brand, and are not necessarily advertising, promotional or branded content films, hosted on a digital platform that allow the opportunity to interact with the video or platform, in any manner.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3209 **Interactive Films:** Single Rs 11,000
Live Video Campaign Rs 13,500
 A live video stream hosted on a digital platform that allow the opportunity to interact with the video or platform, in any manner.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3210 **Interactive Films:** Single Rs 11,000
Mobile-Only Videos Campaign Rs 13,500
 Advertising, promotional or branded content films hosted on a mobile platform that allow the opportunity to interact with the video or platform, in any manner.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
-

CREATIVE USE OF DATA

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|------|---------------------------|--------------------|------------------------|
| 3301 | Data Visualisation | Single
Campaign | Rs 11,000
Rs 13,500 |
|------|---------------------------|--------------------|------------------------|
- 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: Digital Images or Case Study Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- | | | | |
|------|------------------|--------|-----------|
| 3302 | Targeting | Single | Rs 13,500 |
|------|------------------|--------|-----------|
- 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: Case Study Video
Elements Required: 1
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|------|---------------------|--------|-----------|
| 3303 | Storytelling | Single | Rs 13,500 |
|------|---------------------|--------|-----------|
- 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: Case Study Video
Elements Required: 1
- | | | | |
|------|---------------------|--------|-----------|
| 3304 | Social Media | Single | Rs 13,500 |
|------|---------------------|--------|-----------|
- 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: Case Study Video
Elements Required: 1
- | | | | |
|------|------------------|--------|-----------|
| 3305 | Real-Time | Single | Rs 13,500 |
|------|------------------|--------|-----------|
- 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: Case Study Video
Elements Required: 1
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SOCIAL MEDIA

- 3401 **Branded Social Channel** Single Rs 13,500
A brand's presence on a single social network, utilising that particular network's individual qualities or strengths.
Submission Media: Case Study Video
Elements Required: 1
- 3402 **Branded Social Post** Single Rs 11,000
Campaign Rs 13,500
Branded posts on a social network, utilising that particular network's individual qualities or strengths.
Submission Media: Digital Images or Case Study Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3403 **Branded Social Post:** Single Rs 11,000
Real Time Response Campaign Rs 13,500
The use of real-time information to create brand-centric messaging, or to react to current events.
Submission Media: Digital Images or Case Study Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3404 **Social-Engagement:** Single Rs 13,500
User-Generated Content
Branded social content that is derived from user-submitted materials.
Submission Media: Case Study Video
Elements Required: 1
- 3405 **Social-Engagement:** Single Rs 13,500
Community Building
Branded social content that encourages a response or other active participation from users to trigger brand engagement, interaction.
Submission Media: Case Study Video
Elements Required: 1

- 3406 **Social-Influencer Marketing: Single Channel** Single Rs 13,500
 Partnering with an established social media influencer to enhance or promote a brand through that influencer's audience and style, released on a single social platform. The influencer must have played an integral role.
 Submission Media: Case Study Video
 Elements Required: 1
- 3407 **Social-Influencer Marketing: Multi-Channel** Single Rs 13,500
 Partnering with an established social media influencer to enhance or promote a brand through that influencer's audience and style, released on multiple social platforms. The influencer must have played an integral role.
 Submission Media: Case Study Video
 Elements Required: 1

CRAFT FOR DIGITAL & MOBILE MARKETING

- 3501 **Animation, Illustration & Graphics: Display Ads** Single Rs 11,000
 Campaign Rs 13,500
 Digital or mobile display ads where the craft of animation, illustration or graphic design helps bring the creative to life.
 Submission Media: Digital Images or Case Study Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3502 **Animation, Illustration & Graphics: Websites & Tools** Single Rs 13,500
 Apps, Tools, Utilities or Websites where the craft of animation, illustration or graphic design helps bring the creative to life.
 Submission Media: URL or Case Study Video
 Elements Required: 1

- 3508 **Sound Design:** Single Rs 13,500
Websites & Tools
 Apps, Tools, Utilities or Websites where the craft of sound design helps bring the creative to life.
 Submission Media: URL or Audio File or Case Study Video
 Elements Required: 1
- 3509 **Sound Design:** Single Rs 11,000
Social Media Campaign Rs 13,500
 Social media posts or channels where the craft of sound design helps bring the creative to life.
 Submission Media: Audio File or Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3510 **Writing:** Single Rs 11,000
Display Ads Campaign Rs 13,500
 Digital or mobile display ads where the craft of writing helps bring the creative to life.
 Submission Media: Digital Images or Case Study Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 3511 **Writing:** Single Rs 13,500
Websites & Tools
 Apps, Tools, Utilities or Websites where the craft of writing helps bring the creative to life.
 Submission Media: URL or Case Study Video
 Elements Required: 1
- 3512 **Writing:** Single Rs 11,000
Social Media Campaign Rs 13,500
 Social media posts or channels where the craft of writing helps bring the creative to life.
 Submission Media: Digital Images or Case Study Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
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3606	Production Design	Single	Rs 11,000
		Campaign	Rs 13,500
Production design (set design, location builds, etc.) that help bring the creative to life on the digital or mobile platform.			
Submission Media: Content Video			
Elements Required: 1 (Single) / 3 to 5 (Campaign)			
3607	Sound Design & Use Of Music	Single	Rs 11,000
		Campaign	Rs 13,500
Sound design or musical scores that are integral to the work and brings the creative to life on the digital or mobile platform.			
Submission Media: Audio File or Content Video			
Elements Required: 1 (Single) / 3 to 5 (Campaign)			
3608	Best Use Of Formats (Vertical / Square Videos, etc.)	Single	Rs 11,000
		Campaign	Rs 13,500
Films that make the most of the templates, dimensions, and formats available on a particular digital platform.			
Submission Media: Content Video			
Elements Required: 1 (Single) / 3 to 5 (Campaign)			
3609	Interactivity	Single	Rs 11,000
		Campaign	Rs 13,500
Digital audio or films that help the audience interact and leverage the dual interaction possible on digital or mobile platforms.			
Submission Media: Audio File or Content Video			
Elements Required: 1 (Single) / 3 to 5 (Campaign)			

DESIGN FOR DIGITAL & MOBILE MARKETING

3701	Digital & Mobile Websites	Single	Rs 13,500
The design of websites and microsites across desktop, mobiles, tablets, and other devices.			
Submission Media: URL or Case Study Video			
Elements Required: 1			

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|------|--|--------|-----------|
| 3702 | Digital & Mobile Apps, Tools & Utilities | Single | Rs 13,500 |
| | The design of apps, tools and utilities across desktop, mobiles, tablets, and other devices.
Submission Media: URL or Case Study Video
Elements Required: 1 | | |
| 3703 | Digital & Mobile Games | Single | Rs 13,500 |
| | The design of games across desktop, mobiles, tablets, and other devices.
Submission Media: URL or Case Study Video
Elements Required: 1 | | |
| 3704 | Connected Products & Smart Devices | Single | Rs 13,500 |
| | The design of connected products, smart devices, or wearable technology or hardware built for marketing or promotions.
Submission Media: Case Study Video
Elements Required: 1 | | |
| 3705 | User Experience Design | Single | Rs 13,500 |
| | Design of the user experience of a site or application, tool or utility.
Submission Media: URL or Case Study Video
Elements Required: 1 | | |
| 3706 | User Interface Design | Single | Rs 13,500 |
| | Design of the user interface of a site or application, tool or utility.
Submission Media: URL or Case Study Video
Elements Required: 1 | | |
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DIGITAL INNOVATION

- 3801 **Innovative Use Of Digital Platforms or Technology** Single Rs 13,500
Digital marketing that pushes the boundaries of what can be done in digital, using technology in a new way to promote a brand.
Submission Media: URL or Case Study Video
Elements Required: 1
- 3802 **Innovative Use Of Mobile Platforms or Technology** Single Rs 13,500
Mobile marketing that pushes the boundaries of what can be done in digital, using technology in a new way to promote a brand.
Submission Media: URL or Case Study Video
Elements Required: 1
- 3803 **Innovative Use Of Social Media** Single Rs 13,500
Social media marketing that pushes the boundaries of what can be done on social media.
Submission Media: URL or Case Study Video
Elements Required: 1
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SUBMISSION MEDIA SPECIFICATIONS

Digital Images & Reference Images

- Dimensions: The longest side of each image should be at least 2400 pixels long.
The longest side of each image must be a maximum of 4800 pixels long
- File Size: Each file must be no larger than 5 MB.
- Format: Each file must be a high-res JPEG, only in RGB colour mode.

Physical Materials (2D)

- Single: Tape the entry label to the back of your entry.
- Series / Campaign: Tape your campaign pieces together horizontally.
- Tape your entry label to the back of the first piece
- Fold your entry like an accordion.
- Any print work over 24" x 36" (60 cm x 90 cm) must be submitted digitally.

Physical Materials (3D)

- Single: Tape the entry label to the bottom of your entry.
- Series / Campaign: Tape the entry label to the bottom of each piece in your campaign entry. Pack all elements in the same box for shipment.

Case-Study Videos & Content Videos

Video entries will only be accepted through online upload. DVDs will not be accepted.

- Aspect Ratio: All videos must be submitted in 16x9 format. 4x3 videos should be submitted with black pillars.
- Resolution: 1920 x 1080 is preferred and recommended, though the minimum resolution of 1280 x 720 is acceptable.
- Format: .mp4
H.264 compression with a maximum bit rate of 8196 kbps. Audio compression must be AAC.
- File Size: Files should not be larger than 200MB.
- Extras: Do NOT include colour bars or tone. Do NOT include agency information or slates.
- Please note that Case-Study videos cannot be more than 120 seconds in duration.

Audio File

- File Size: Each file must be no larger than 200MB.
- Format: All audio files must be in MP3 format.
- Extras: Do NOT include agency information, or audio slates.

SUBMISSION MEDIA SPECIFICATIONS

URLs

- Entries must be an active URL. The site entered must remain unchanged for your entry through June 2019.
 - If the URL is no longer live, supply a holding page which hosts only the original execution.
 - URLs of a video hosted online are NOT accepted, be it on Vimeo, YouTube, etc.
 - Password-protected URLs are NOT recommended.
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Apps

- Submit URLs, a Case-Study video or a Demonstration Video.
 - Input a direct URL link to download the full version of the app.
 - If it is a PAID FOR app, supply a gift card or 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 iOS, Android, Windows.
 - Provide navigational instructions for the app if necessary.
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