

SUBMISSION GUIDE



**2020
KYOORIUS
CREATIVE
AWARDS**



**2020
KYOORIUS
CREATIVE
AWARDS**

Main Partners



AWARDS BY
KYOORIUS



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IMPORTANT DATES

Final Deadline

All entries must be submitted by 10 April 2020.

Physical & Supplementary Media

All physical and supplementary media must reach Kyoorius by 10 April, 2020.

Payment

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

Judging

Judging will commence 23 April 2020, and end 25 April 2020.

In-Book Winners

In-Book winners will be revealed in the first week of May 2020.

Kyoorius Creative Awards Night

Blue and Black Elephant winners will be revealed and awarded at the Kyoorius Creative Awards Night on 6 June 2020 at Dome@NSCI Stadium, Mumbai.

PARTNERSHIP WITH ZEE

Each entry to the Kyoorius Creative Awards, be it a single entry or a campaign entry as applicable, costs Rs 15,000*.

ZEE will fund Rs 11,250* towards each entry.

Hence, your net cost per entry is Rs 3,750*.

*NOTE: Government taxes apply as applicable.



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 presented by ZEE, and 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 **March 31, 2019 – April 1, 2020**

“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 any Indian regional language.
- 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.



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 April 2020
- 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.

PARTNERSHIP WITH ZEE

Each entry to the Kyoorius Creative Awards, be it a single entry or a campaign entry as applicable, costs Rs 15,000*.

ZEE will fund Rs 11,250* towards each entry.

Hence, your net cost per entry is Rs 3,750*.

*NOTE: Government taxes apply as applicable.





**2020
KYOORIUS
ADVERTISING
AWARDS**

CATEGORIES & PRICING

PRESS ADVERTISING

1001	Press Advertising	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

1101	P.O.P. & In-Store	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

Submission Media: Physical (2D or 3D)

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

1102	Billboards & Travel	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

Submission Media: Physical (2D or 3D)

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

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIOUS

1103	Poster Advertising: Traditional Sites	Cost / Entry Funded by ZEE Net Cost / Entry	Rs 15,000 Rs 11,250 Rs 3,750
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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: Digital Screens	Cost / Entry Funded by ZEE Net Cost / Entry	Rs 15,000 Rs 11,250 Rs 3,750
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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 In Outdoor Advertising	Cost / Entry Funded by ZEE Net Cost / Entry	Rs 15,000 Rs 11,250 Rs 3,750
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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	Cost / Entry Funded by ZEE Net Cost / Entry	Rs 15,000 Rs 11,250 Rs 3,750
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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)

Government taxes apply as applicable on indicated prices



AWARDS BY
KYOORIUS

1202 **Direct Response: Poster** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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: OOH** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Non-traditional, out-of-home communication that drives a specific 'call to action', e.g. furniture, gimmicks, etc.

Submission Media: Physical (2D or 3D)

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

1204 **Direct Response: Mailers** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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:
Radio / Audio** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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)

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIUS

1206 **Direct Response: Film** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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: Press Advertising** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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: Poster & Outdoor Advertising** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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)

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

Government taxes apply as applicable on indicated prices



AWARDS BY
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1303	Art Direction: Direct Marketing Communications	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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)

Government taxes apply as applicable on indicated prices



AWARDS BY
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1404	Digital Graphics & Enhancements	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

1501	Radio / Audio Spot: 1 – 30 Seconds	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

A single audio-only promotional spot between 31 to 60 seconds.

Submission Media: Audio File

Elements Required: 1

1503	Radio / Audio Spot: Over 60 Seconds	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

A single audio-only promotional spot over 60 seconds.

Submission Media: Audio File

Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIUS

1504 **Radio / Audio Campaign** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
In Radio / Audio Advertising Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Work that pushes the boundaries of audio-only media.

Submission Media: Audio File

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

1506 **Direction** Cost / Entry Rs 15,000
For Radio / Audio Advertising Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Overall artistic vision of an audio-only piece.

Submission Media: Audio File

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

1507 **Sound Design** Cost / Entry Rs 15,000
For Radio / Audio Advertising Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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)

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIUS

1508	Use Of Music For Radio / Audio Advertising	Cost / Entry Funded by ZEE Net Cost / Entry	Rs 15,000 Rs 11,250 Rs 3,750
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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	Cost / Entry Funded by ZEE Net Cost / Entry	Rs 15,000 Rs 11,250 Rs 3,750
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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	Cost / Entry Funded by ZEE Net Cost / Entry	Rs 15,000 Rs 11,250 Rs 3,750
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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	Cost / Entry Funded by ZEE Net Cost / Entry	Rs 15,000 Rs 11,250 Rs 3,750
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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)

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

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIUS

- 1603 **Writing For Branded Editorials (Press, Poster & Outdoor)** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
Long form branded writing content created for promotional purposes. You can enter blog posts, articles, listicles, etc.
Submission Media: Physical (2D or 3D)
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 1604 **Writing For Direct Marketing Communications** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
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)
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 1605 **Writing For Radio / Audio Advertising** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
Scripts for audio-only advertising spots.
Submission Media: Audio File
Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 1606 **Writing For Film Advertising (TVCs)** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
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)** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
Scripts or visible copy for programme promotions on television.
Submission Media: Content Video
Elements Required: 1 (Single) / 3 to 5 (Campaign)

Government taxes apply as applicable on indicated prices



1608	Writing For Film Advertising (Branded Content)	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Scripts or visible copy for audio-visual branded content.

Submission Media: Content Video

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

FILM ADVERTISING

1701	Ad / Promotional Film: 0 – 30 Seconds	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Short format single ad films for broadcast, narrowcast or cinema.

Submission Media: Content Video

Elements Required: 1

1702	Ad / Promotional Film: 31 – 60 Seconds	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Medium format single ad films for broadcast, narrowcast, cinema.

Submission Media: Content Video

Elements Required: 1

1703	Ad / Promotional Film: 61+ Seconds	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Long format single ad films for broadcast, narrowcast or cinema.

Submission Media: Content Video

Elements Required: 1

1704	Ad / Promotional Film Campaign	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

Government taxes apply as applicable on indicated prices



AWARDS BY
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1705 **Ad / Promotional Films:** Cost / Entry Rs 15,000
Other Screens Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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:** Cost / Entry Rs 15,000
Use Of Second Screens Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Film advertising where mobile devices, tables, or other screens are used in parallel.

Submission Media: Content Video

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

1707 **Ad / Promotional Films:** Cost / Entry Rs 15,000
Interactive Films Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Film advertising that prompts interaction from the viewer.

Submission Media: Content Video

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

1708 **Ad / Promotional Films:** Cost / Entry Rs 15,000
Produced Under Rs 10 Lakh Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Work that pushes the boundaries of film advertising as a medium.

Submission Media: Content Video / Case Study Video

Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
KYOORIUS

BROADCAST / TV PROMOS

1801	Non-Fiction Programmes: 0 – 30 Seconds	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Short format ad film for non-fiction TV programme promotions.

Submission Media: Content Video

Elements Required: 1

1802	Non-Fiction Programmes: 31 –60 Seconds	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Medium format ad film for non-fiction TV programme promotions.

Submission Media: Content Video

Elements Required: 1

1803	Non-Fiction Programmes: 61+ Seconds	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Long format ad film for non-fiction TV programme promotions.

Submission Media: Content Video

Elements Required: 1

1804	Non-Fiction Programme Campaign	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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: 0 – 30 Seconds	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Short format ad film for fiction TV programme promotions.

Submission Media: Content Video

Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
KYOORIUS

- | | | |
|---|---|--|
| 1806 | Fiction Programmes:
31 –60 Seconds | Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750 |
| Medium format ad film for fiction TV programme promotions.
Submission Media: Content Video
Elements Required: 1 | | |
| 1807 | Fiction Programmes:
61 + Seconds | Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750 |
| Long format ad film for fiction TV programme promotions.
Submission Media: Content Video
Elements Required: 1 | | |
| 1808 | Fiction Programme
Campaign | Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750 |
| 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 | | |
| 1809 | Innovation In TV Programme
Promos | Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750 |
| Work that pushes the boundaries of TV programme promos.
Submission Media: Case Study Video
Elements Required: 1 | | |
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Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIOUS

FILM CRAFT

1901	Animation	Cost / Entry	Rs 15,000
	For Film Advertising	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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)

1902	Casting & Performance	Cost / Entry	Rs 15,000
	For Film Advertising	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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)

1903	Cinematography	Cost / Entry	Rs 15,000
	For Film Advertising	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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)

1904	Direction	Cost / Entry	Rs 15,000
	For Film Advertising	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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)

Government taxes apply as applicable on indicated prices



AWARDS BY
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1905 **Editing** Cost / Entry Rs 15,000
For Film Advertising Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
For Film Advertising Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
For Film Advertising Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
For Film Advertising Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Credit or title sequences at the beginning or end of a film.
Submission Media: Content Video
Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIOUS

BRANDED CONTENT

2001	Branded Editorial Content: Newspapers & Magazines	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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: Radio/Audio	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Audio-only branded content produced for promotional purposes.

Submission Media: Audio File

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

2003	Branded Editorial Content: Digital Platforms	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Branded content that appears on digital platforms, produced for promotional purposes.

Submission Media: Digital Images / URL Links

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

2004	Branded Films: Fiction Up To 5 Minutes	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Fictional branded films of up to 5 minutes, produced for promotional purposes.

Submission Media: Content Video

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

Government taxes apply as applicable on indicated prices



AWARDS BY
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2005	Branded Films:	Cost / Entry	Rs 15,000
	Fiction Over 5 Minutes	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Fictional branded films over 5 minutes, made for promotions.

Submission Media: Content Video

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

2006	Branded Films:	Cost / Entry	Rs 15,000
	Non-Fiction Up To 5 Minutes	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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:	Cost / Entry	Rs 15,000
	Non-Fiction Over 5 Minutes	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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:	Cost / Entry	Rs 15,000
	User-Generated Content	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Branded content that makes use of content voluntarily produced by customers.

Submission Media: Case Study Film

Elements Required: 1

2009	Branded Films:	Cost / Entry	Rs 15,000
	Others	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

Government taxes apply as applicable on indicated prices



AWARDS BY
KYOORIUS

EXPERIENTIAL MARKETING & ACTIVATIONS

- 2101 **Live Brand Experience Or Activations** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
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
- 2102 **Guerrilla Marketing Or Stunts** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
Any brand activation using guerrilla marketing, short/one-off live executions, street teams, publicity stunts and street stunts to drive customer engagement.
Submission Media: Case Study Film
Elements Required: 1
- 2103 **Brand-Owned Experience Events & IPs** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
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.
Submission Media: Case Study Film
Elements Required: 1
- 2104 **Sponsorship Or Partnership** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
This category recognises partnerships/sponsorships that create immediate and long term brand experiences or activations.
Submission Media: Case Study Film
Elements Required: 1

Government taxes apply as applicable on indicated prices



- 2105 **Contests & Games** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
Live experience / activation events that utilise contest or games.
Submission Media: Case Study Film
Elements Required: 1
- 2106 **Launch / Re-Launch** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
Brand experiences or activations created to launch or re-launch a brand, product or service.
Submission Media: Case Study Film
Elements Required: 1
- 2107 **Innovation In Experiential Marketing** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
A live experience or activation that innovates on the possibilities and usage of experiential marketing norms.
Submission Media: Case Study Film
Elements Required: 1
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Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIOUS

TOPICAL ADVERTISING

2201	Topical Advertising: Press	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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)

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

2203	Topical Advertising: Radio / Audio Advertising	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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: Film Advertising	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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)

Government taxes apply as applicable on indicated prices



AWARDS BY
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2205	Topical Advertising: Digital Media	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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: Content Video or Case Study Video

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

2206	Topical Advertising: Social Media	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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: Content Video or Case Study Video

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

2207	Topical Advertising: Cross-Platform / Integrated	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

CROSS-PLATFORM / INTEGRATED ADVERTISING CAMPAIGNS

2301	Cross-Platform / Integrated Campaign	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Campaigns where a central idea connects across several media.

Submission Media: Case Study Video

Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIUS

2302 **Innovation In Cross-Platform / Integrated Campaign** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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

2303 **Cross-Platform / Integrated Campaign: Led By Press** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Cross-platform campaigns that primarily rely on press advertising.

Submission Media: Case Study Video

Elements Required: 1

2304 **Cross-Platform / Integrated Campaign: Led By Outdoor** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Cross-platform campaigns that primarily rely on outdoor advertising.

Submission Media: Case Study Video

Elements Required: 1

2305 **Cross-Platform / Integrated Campaign: Led By Radio / Audio** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Cross-platform campaigns that primarily rely on audio-only advertising.

Submission Media: Case Study Video

Elements Required: 1

2306 **Cross-Platform / Integrated Campaign: Led By Film** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Cross-platform campaigns that primarily rely on film advertising.

Submission Media: Case Study Video

Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIUS

2307	Cross-Platform / Integrated Campaign: Led By Experiential	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Cross-platform campaigns that primarily rely on experiential marketing and activations..

Submission Media: Case Study Video

Elements Required: 1

2308	Cross-Platform / Integrated Campaign: Led By Direct	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Cross-platform campaigns that primarily rely on direct marketing communications.

Submission Media: Case Study Video

Elements Required: 1

PUBLIC SERVICE ANNOUNCEMENTS

2401	PSA: Press	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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)

2402	PSA: Poster & Outdoor	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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)

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

Government taxes apply as applicable on indicated prices



AWARDS BY
KYOORIUS

- 2403 **PSA: Radio / Audio Advertising** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
 Audio-only advertising intended as a PSA about a public concern.
 Submission Media: Audio File
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2404 **PSA: Film Advertising** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
 Ad films intended to raise awareness about a public concern.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2405 **PSA: Digital Media** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
 Online display or search advertising or promotions intended to raise awareness about a public concern.
 Submission Media: Content Video or Case Study Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2406 **PSA: Social Media** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
 Advertising or promotions on social media platforms intended to raise awareness or inform the masses about a public concern.
 Submission Media: Content Video or Case Study Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
- 2407 **PSA: Cross-Platform / Integrated** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
 A cross-media campaign to inform about a public concern.
 Submission Media: Case Study Video
 Elements Required: 1

Government taxes apply as applicable on indicated prices



CREATIVITY FOR GOOD

2501	Led By Brands	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIOUS



**2020
KYOORIUS
MEDIA
AWARDS**

POWERED BY



CATEGORIES & PRICING

TRADITIONAL MEDIA

2601	Use Of Publications	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Advertising within out-of-home formats, including digital out-of-home and special builds.

Submission Media: Case Study Video

Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
KYOORIUS

2605 **Use Of TV & Cinema** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Media activity that depends upon mediated journalistic exposure.

Submission Media: Case Study Video

Elements Required: 1

DIGITAL MEDIA

2701 **Use Of Digital Platforms** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIUS

2703 **Use Of Mobile** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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

EXPERIENTIAL

2801 **Use Of Retail Media** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

In-store marketing, pop-up shops, online retail sites, online search.

Submission Media: Case Study Video

Elements Required: 1

2802 **Use Of Interaction** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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

Government taxes apply as applicable on indicated prices



AWARDS BY
KYOORIUS

2803	Use Of Live Events	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

CROSS-PLATFORM

2901	Use Of Brand Integration	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIOUS

2904 **Use Of Integrated Media** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Creative media ideas that work across several media properties and formats with a central unifying concept.

Submission Media: Case Study Video

Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIOUS



**2020
KYOORIUS
DIGITAL
AWARDS**

CATEGORIES & PRICING

DIGITAL MARKETING

3001	Cross Platform / Integrated Campaign Led By Digital	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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 Image or Case Study Video

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

3003	Search (SEO / Paid Search) Advertising	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Search engine advertising or marketing campaign.

Submission Media: Case Study Video

Elements Required: 1

3004	Push Content (E-Mails, Newsletter, etc)	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Digital content that 'push' audiences towards the marketing objective. Includes e-mails, e-newsletters, e-brochures, etc.

Submission Media: Digital Image or Case Study Video

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

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIOUS

- 3005 **Websites, Microsites & Blogs** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
 Websites, microsites or blogs launched as part of a promotional campaign.
 Submission Media: URL or Case Study Video
 Elements Required: 1
- 3006 **e-Publishing** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
 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** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
 Online advertisements that match the appearance and function of the platform in which they appear.
 Submission Media: Digital Image or Case Study Video
 Elements Required: 1 (Single) / 3 to 5 Campaign
- 3008 **Apps, Tools & Utilities** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
 Branded digital apps, tools or utilities that engage consumers and improve their experience, including web apps, widgets, etc.
 Submission Media: Case Study Video
 Elements Required: 1
- 3009 **Games** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
 Branded or promotional games, downloaded or played online.
 Submission Media: Case Study Video
 Elements Required: 1

Government taxes apply as applicable on indicated prices



MOBILE MARKETING

3101	Cross Platform / Integrated Campaign Led By Mobile	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Advertising for mobile devices, in paid-for spaces, including mobile site banners, iAds, mobile takeovers, etc.

Submission Media: Digital Image or Case Study Video

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

3103	Push Content (SMS, Messaging, etc.)	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Mobile based content that 'push' audiences towards the marketing objective. Includes SMS advertising and marketing, or campaigns on messaging platforms.

Submission Media: Digital Image or Case Study Video

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

3104	Mobile Websites, Microsites & Blogs	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Mobile websites, microsites or blogs launched as part of a promotional campaign.

Submission Media: URL or Case Study Video

Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
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- | | | | |
|--|---|-------------------------|-----------------|
| 3105 | Mobile Apps, Tools & Utilities | Cost / Entry | Rs 15,000 |
| | | Funded by ZEE | Rs 11,250 |
| | | Net Cost / Entry | Rs 3,750 |
| <p>Branded mobile apps, tools or utilities that engage consumers and improve their experience.</p> <p>Submission Media: Case Study Video</p> <p>Elements Required: 1</p> | | | |
| | | | |
| 3106 | Mobile Games | Cost / Entry | Rs 15,000 |
| | | Funded by ZEE | Rs 11,250 |
| | | Net Cost / Entry | Rs 3,750 |
| <p>Branded or promotional games, downloaded or played online, meant only for mobile devices.</p> <p>Submission Media: Case Study Video</p> <p>Elements Required: 1</p> | | | |
-

DIGITAL AUDIO & VIDEO

- | | | | |
|--|---|-------------------------|-----------------|
| 3201 | Non-Interactive Films:
Advertising | Cost / Entry | Rs 15,000 |
| | | Funded by ZEE | Rs 11,250 |
| | | Net Cost / Entry | Rs 3,750 |
| <p>Ad or promotional films hosted on a digital platform, without an opportunity to interact with the video or platform, in any manner.</p> <p>Submission Media: Content Video</p> <p>Elements Required: 1 (Single) / 3 to 5 (Campaign)</p> | | | |
| | | | |
| 3202 | Non-Interactive Films:
Branded Content | Cost / Entry | Rs 15,000 |
| | | Funded by ZEE | Rs 11,250 |
| | | Net Cost / Entry | Rs 3,750 |
| <p>Branded content films hosted on a digital platform, without an opportunity to interact with the video or platform, in any manner.</p> <p>Submission Media: Content Video</p> <p>Elements Required: 1 (Single) / 3 to 5 (Campaign)</p> | | | |

Government taxes apply as applicable on indicated prices



AWARDS BY
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3203 **Non-Interactive Films:** Cost / Entry Rs 15,000
Corporate AVs Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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:** Cost / Entry Rs 15,000
Live Video Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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:** Cost / Entry Rs 15,000
Mobile-Only Videos Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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:** Cost / Entry Rs 15,000
Advertising Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Ad or promotional films hosted on a digital platform, and 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)

Government taxes apply as applicable on indicated prices



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3207 **Interactive Films:** Cost / Entry Rs 15,000
Branded Content Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Branded content films hosted on a digital platform, and 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:** Cost / Entry Rs 15,000
Corporate AVs Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Films that help build a brand, and are not necessarily advertising, promotional or branded content films, hosted on a digital platform, and 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:** Cost / Entry Rs 15,000
Live Video Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

A live video stream hosted on a digital platform, and 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 **Non-Interactive Films:** Cost / Entry Rs 15,000
Mobile-Only Videos Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Advertising, promotional or branded content films hosted on a mobile platform, and 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)

Government taxes apply as applicable on indicated prices



AWARDS BY
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CREATIVE USE OF DATA

3301	Data Visualisation	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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 Image or Case Study Video

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

3302	Targeting	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

3303	Storytelling	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

Government taxes apply as applicable on indicated prices



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3305	Real-Time	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

SOCIAL MEDIA

3401	Branded Social Channel	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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: Real-Time Response	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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)

Government taxes apply as applicable on indicated prices



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3404	Social-Engagement:	Cost / Entry	Rs 15,000
	User-Generated Content	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Branded social content that is derived from user-submitted materials.

Submission Media: Digital Images or Case Study Video

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

3405	Social-Engagement:	Cost / Entry	Rs 15,000
	Community Building	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Branded social content that encourages a response or other active participation from users to trigger brand engagement, interaction.

Submission Media: Digital Images or Case Study Video

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

3406	Social-Influencer Marketing:	Cost / Entry	Rs 15,000
	Single Channel	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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:	Cost / Entry	Rs 15,000
	Multi-Channel	Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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

Government taxes apply as applicable on indicated prices



AWARDS BY
KYOORIUS

CRAFT FOR DIGITAL & MOBILE MARKETING

3501	Animation, Illustration & Graphics: Display Ads	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

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	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Apps, Tools, Utilities or Websites 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)

3503	Animation, Illustration & Graphics: Social Media	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Social media posts or channels 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)

3504	Art Direction: Display Ads	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Digital or mobile display ads where the craft of art direction helps bring the creative to life.

Submission Media: Digital Images or Case Study Video

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

Government taxes apply as applicable on indicated prices



AWARDS BY
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3505 **Art Direction:** Cost / Entry Rs 15,000
Websites & Tools Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Apps, Tools, Utilities or Websites where the craft of art direction helps bring the creative to life.

Submission Media: Digital Images or Case Study Video

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

3506 **Art Direction:** Cost / Entry Rs 15,000
Social Media Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Social media posts or channels where the craft of art direction helps bring the creative to life.

Submission Media: Digital Images or Case Study Video

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

3507 **Sound Design:** Cost / Entry Rs 15,000
Display Ads Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Digital or mobile display ads where the craft of sound design helps bring the creative to life.

Submission Media: Digital Images or Case Study Video

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

3508 **Sound Design:** Cost / Entry Rs 15,000
Websites & Tools Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Apps, Tools, Utilities or Websites where the craft of sound design helps bring the creative to life.

Submission Media: Digital Images or Case Study Video

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

Government taxes apply as applicable on indicated prices



AWARDS BY
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3509 **Sound Design:** Cost / Entry Rs 15,000
Social Media Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Social media posts or channels where the craft of sound design helps bring the creative to life.

Submission Media: Digital Images or Case Study Video

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

3510 **Writing:** Cost / Entry Rs 15,000
Display Ads Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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:** Cost / Entry Rs 15,000
Websites & Tools Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Apps, Tools, Utilities or Websites 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)

3512 **Writing:** Cost / Entry Rs 15,000
Social Media Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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)

Government taxes apply as applicable on indicated prices



AWARDS BY
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CRAFT FOR DIGITAL AUDIO & VIDEO

3601	Animation, Illustration & Art Direction	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Digital or mobile hosted films, where the animation, illustration, graphic design or art direction helps bring the creative to life.

Submission Media: Content Video

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

3602	Casting & Performance	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Digital or mobile hosted 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)

3603	Cinematography	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Digital or mobile hosted films 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)

3604	Direction	Cost / Entry	Rs 15,000
		Funded by ZEE	Rs 11,250
		Net Cost / Entry	Rs 3,750

Digital or mobile hosted films 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)

Government taxes apply as applicable on indicated prices



AWARDS BY
KYORIUS

3605 **Editing** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Digital or mobile hosted work that brings an idea to life through innovation in editing craft.

Submission Media: Content Video

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

3606 **Production Design** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Production design (set design, location builds, etc.) that help bring an idea 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** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Sound design or musical scores that are integral to the work and brings the idea to life on the digital or mobile platform.

Submission Media: Content Video

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

3608 **Writing** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Writing that is integral to the work and brings the idea to life.

Submission Media: Content Video

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

3608 **Best Use Of Formats
 (Vertical / Square Videos, etc.)** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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)

Government taxes apply as applicable on indicated prices



- 3609 **Interactivity** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
- Digital audio or films that help the audience interact and leverage the dual interaction possible on digital or mobile platforms.
 Submission Media: Content Video
 Elements Required: 1 (Single) / 3 to 5 (Campaign)
-

DESIGN FOR DIGITAL & MOBILE MARKETING

- 3701 **Digital & Mobile Websites** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
- The design of websites and microsites across desktop, mobiles, tablets, and other devices.
 Submission Media: URL or Case Study Video
 Elements Required: 1
- 3702 **Digital & Mobile Apps, Tools & Utilities** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
- 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** Cost / Entry Rs 15,000
 Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750
- The design of games across desktop, mobiles, tablets, and other devices.
 Submission Media: URL or Case Study Video
 Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
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3704 **Connected Products
& Smart Devices** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Design of the user experience of a site or application, tool or utility.

Submission Media: Case Study Video

Elements Required: 1

3706 **User Interface Design** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Design of the user interface of a site or application, tool or utility.

Submission Media: Case Study Video

Elements Required: 1

Government taxes apply as applicable on indicated prices



AWARDS BY
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DIGITAL INNOVATION

3801 **Innovative Use Of Digital Platforms or Technology** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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: Case Study Video

Elements Required: 1

3802 **Innovative Use Of Mobile Platforms or Technology** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

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: Case Study Video

Elements Required: 1

3803 **Innovative Use Of Social Media** Cost / Entry Rs 15,000
Funded by ZEE Rs 11,250
Net Cost / Entry Rs 3,750

Social media marketing that pushes the boundaries of what can be done on social media.

Submission Media: Case Study Video

Elements Required: 1

Government taxes apply as applicable on indicated prices



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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.

Please reference the individual category requirements for length restrictions.

- 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: Each file must be no 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.



AWARDS BY

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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.

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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