

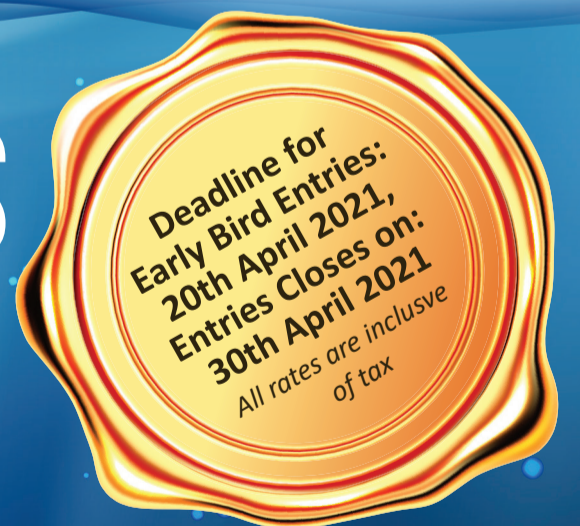


ADVERTISING CLUB MADRAS



CALL FOR ENTRIES

MADDYS 2021
MADRAS ADVERTISING CLUB AWARDS



The pandemic has ushered in a new way of thinking and helped business innovate across various spectrums. Lockdowns helped us break out of our silos and has truly transformed our skills several notches higher. MADDYS 2021 celebrates this new wave of creative thinking and looks at recognizing the very best of ideas that propelled brands during these testing times. it's time to be in the spotlight..

To enter kindly click on the below URL
<https://maddys.awardor.com>



CALL FOR ENTRIES MADDYS 2021

Deadline for Early Bird Entries: 20th April 2021, Entries Closes on: 30th April 2021

All rates are inclusive of tax

The categories and rules for entries are as follows:

Print

1. Product - Single
2. Product - Campaign
3. Service - Single
4. Service - Campaign
5. Retail - Single
6. Retail - Campaign
7. Tamil
8. Public Service

Early Bird Entries Rs. 1500

Post Early Bird Entries Rs. 1850

For Print Campaign Min. 2 & Max. 3 Pieces should be Submitted

For Print Campaign Early Bird Entries Rs. 2250 and
Rs. 2750 for Post Early Bird Entries.

TV

9. Product - Single
10. Product - Campaign
11. Service - Single
12. Service - Campaign
13. Retail - Single
14. Retail - Campaign
15. Tamil
16. Public Service
17. Promo - Single
18. Promo - Campaign

Early Bird Entries Rs. 1500

Post Early Bird Entries Rs. 1850

For TV Product Campaign Min. 2 & Max. 3 Pieces
should be Submitted

For TV Campaign Early Bird Entries Rs. 2250 and
Rs. 2750 for Post Early Bird Entries.

Radio

19. Jingle
20. Spot
21. Promo

Early Bird Entries Rs. 1500

Post Early Bird Entries Rs. 1850

Digital

22. Social Media - Static
23. Social Media - Static Campaign
24. Social Media - Dynamic
(Gif / Flash/Animation) - Single
25. Social Media - Dynamic
(Gif / Flash/Animation) - Campaign
26. Social Media - Videos - Single
27. Social Media - Videos - Campaign
28. Social Media - Integrated Campaign
29. Explainer Video
30. Digital Activation
31. Rich Media (Banner Ads / Interstitial ads
/ Pushdown Ads / MDE Ads)

32. Tamil
33. Public Service

Early Bird Entries Rs. 1500

Post Early Bird Entries Rs. 1850

For Digital Activation Min. 2 & Max. 3 Pieces should be Submitted

For Digital - Social Media - Integrated Campaign

Early Bird Entries Rs. 6000 and
Rs. 7000 for Post Early Bird Entries.

Min 3 types of Social Media platforms should have been used -
(Facebook/Twitter/Instagram/LinkedIn/YouTube/Snapshot/Pinterest)

Design

34. Website / Mobile Sites. / Mobile App
(Corporate/ Campaign / Microsites)
35. Corporate Identity
36. Packaging Design
37. In store Design

Early Bird Entries Rs. 1500

Post Early Bird Entries Rs. 1850

Collaterals

38. Brochures
39. Menu Card

Early Bird Entries Rs. 1500

Post Early Bird Entries Rs. 1850

OOH

40. Hoarding - Single
41. Hoarding - Campaign
42. Hoarding - Innovation
43. Poster

Early Bird Entries Rs. 1500

Post Early Bird Entries Rs. 1850

For Hoarding Campaign Min. 2 & Max. 3 Pieces should
be Submitted

For Hoarding Campaign Early Bird Entries Rs. 2250 and
Rs. 2750 for Post Early Bird Entries.

Miscellaneous Category

44. Offline Activation
45. Rural - Campaign
46. Unpublished - Print
47. Unpublished - TV
48. Unpublished - Radio
49. Unpublished - Digital
50. Cinema - Posters / Radio / Trailers / Promotions /
Events
51. Calendar
52. Photography
53. Illustration

Early Bird Entries Rs. 1500

Post Early Bird Entries Rs. 1850

For Rural Campaign Min. 2 & Max. 3 Pieces should be
Submitted

INTEGRATED CAMPAIGNS

Campaigns across every category can be re-entered for this category. A minimum of 3 pieces and a maximum of 5 pieces only need to be entered for this category.

Entries in this category would be judged on the basis for the overall campaign effect.

Early Bird Entries Rs. 6000 & Rs. 7000 for Post Early Bird Entries.

MEDIA AWARDS

Best use of TV

Judging will be based on the creative use of the medium.

Best use of Print

Judging will be based on the creative use of the medium.

Best use of Radio

Judging will be based on the creative use of the medium.

Best use of Cinema

Judging will be based on the creative use of the medium.

Best use of Outdoor

Judging will be based on the creative use of the medium.

Best use of Digital

This category is for the overall digital customer experience the client/agency has been able to create; it could either be through a collection of digital avenues (e.g search, social, games, content, mobile etc) or just a few or even a single avenue as long as the "experience" can be articulated and quantified

Early Bird Entries Rs. 1500 & Rs. 1850 for Post Early Bird Entries.

Best use of Integrated Media

Minimum 3 types of media should have been used for this Entries in this category would be judged on the basis for the overall campaign effect.

Early Bird Entries Rs. 6000 & Rs. 7000 for Post Early Bird Entries.

FORMAT SPECIFICATIONS AND REQUIREMENTS FOR UPLOADING ENTRIES

ALL PRINT MATERIAL INCLUDING PRESS ADS, POP MATERIAL, OUT OF HOME, POSTERS, BROCHURES, COFFEE TABLE BOOKS, YEARBOOKS, DIARIES, CALENDARS, NEWSLETTERS, NEWSLETTERS, DIRECT MAILERS, ANNUAL REPORTS

- JPEG format.

- The supported file size is between 750KB to 2 MB

- Image Size needs to be at least 1024x576 and the text has to be completely readable

- For language entries, please submit the entries in the original language in which they were created, along with a translation in English in a Word Document

- In the case of out of home, please send pictures of the actual installation, in addition to the creative in JPEG format

- Brochures, Flyers, In-clinic Posters, Visual Aids, LBLs and Gimmick Detailers have to be submitted in the finished form in JPEG format as 3D versions/ photographs along with a combined PDF of all individual pages, optimized for reading

A short animated video of the action/usage, if required, not exceeding 12 MB in MP4 format can also be submitted.

TV COMMERCIALS, FILMS, VIDEO, FILMS

- Formats supported are MP4

- The file size should not exceed 100 MB

- For language submissions, all entries must be submitted in the original language in which they were created, sub-titled in English

If your entry is shortlisted, we would require 30 sec short clip. This is required for the showreel
RADIO

- One digital file for each entry in MP3 format only. No other formats will be accepted

- Language entries are to be submitted in the original language in which they were created along with the script in English on a Word document

MEDIA/ DIGITAL/ MOBILE/ SOCIAL MEDIA/ /INTEGRATED CAMPAIGNS

- Submit a case study with the objective, target audience, challenges overcome, creative solution and results as a video

- Video Formats supported are MP4

- The file should not exceed 3 minutes in duration and 100 MB in size

- URL for any website/ social media handles/ UI and UX Design created to be included

General Rules & Regulations:

Entries must be from released work for real clients only, except for entries to the "Unpublished" work category.

The work should have been released between 01.03.2019 & 28.02.2021.

Date of Submission to avail Early Bird offer – 20th April 2021

Deadline for submission of Entries – 30th April 2021

For submission of Entries and payment, please visit <https://maddys.awardor.com>.

Cheque / DDs should be drawn in favour of 'Advertising Club Madras' If a single cheque / DD is being sent for multiple entries, a clear statement must be attached listing the number of entries.

The decisions of the Judges are final, in case of any discrepancy, the participating organisation would be contacted for clarification / verification.

Typically every entry category would have three winners – Gold, Silver and Bronze (with respective weightages for final tally calculation). Gold winners and integrated campaign winners would have a higher weightage.