



THE
ADVERTISING CLUB
BANGALORE



**BIG
BANG
2024**

AWARDS FOR EXCELLENCE IN
CREATIVE • DESIGN
DIGITAL • MEDIA

SUBMISSION GUIDE

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ENTRY SUBMISSION

Each entry must be submitted with a duly filled-in submission form.

Please check the Main Category, Sub-category and Industry from the Category list on the website and select it correctly in the submission form for each submission together with the medium used.

To cross check the eligibility of the submission, the platform automatically sends an email to the client to endorse the submission. Make sure to enter the client information and email correctly. Entrants can always check the submission endorsement status in dashboard and can send reminders to client too for pending endorsements.

It is important to understand why we ask for a client endorsement. The Awards are for all creative / campaigns developed between **1st September 2023 to 31st July 2024**. Therefore, we want to be sure that your entries were indeed developed during this period.

Normally, your word would have been good enough. However, we have instances in the past, where, after an agency won the award, we have received written complaints that the campaign or creative was developed much earlier and the concerned agency has misrepresented the dates. To avoid such instances, we ask your client to corroborate that the creative was developed within the stipulated period.

Only work released between **1st September 2023 to 31st July 2024** can be entered for the awards



ENTRY GUIDELINES

IMPORTANT CONDITIONS TO BE NOTED

- 1.1 The Advertising Club Awards committee uses the services of highly experienced professionals from the industry, as Honorary Jury Members.
- 1.2 Advertising Agencies / Digital Agencies/ Design Agencies/ Media Agencies / Advertisers / Production Houses / Media Houses / Individuals and all other bodies who enter their work for judging are deemed to have agreed to abide by the Rules and Regulations of Big Bang Awards of The Advertising Club Bangalore.
- 1.3 **The decision of the Jury is final and no correspondence will be entertained by The Advertising Club or its Office Bearers in this regard.**
- 1.4 Disputes, if any, arising out of Big Bang Awards, will be subject to the jurisdiction of the Courts in Bangalore only.
- 1.5 The Advertising Club reserves the right to accept or reject an entry without assigning any reasons thereof. The entry fee will not be refundable in such cases.



ENTRY FEE

- 3.1 **The entry fee is Rs. 3,000 per submission** plus GST as applicable.
- 3.2 **Early Bird fee is Rs. 2,500 per submission** plus GST for the period of the offer only.
- 3.3 The number of media files allowed in a submission is only one except for integrated campaigns. For instance, if you have more than one creative for the submission, a new submission has to be created.
- 3.4 If you enter the same submission/campaign in different categories you can duplicate the submission details and create a separate submission for each submission/campaign. You have to pay for each category.



PAYMENT GUIDELINES

- 4.1 The entry fee total is calculated according to the number of submissions entered and the corresponding entry fee for each category.
- 4.2 Once you have submitted your entries online, you will receive a system generated invoice on the registered e-mail with details of the total amount to be paid to the Advertising Club. The invoice can be downloaded from the entrant dashboard.
- 4.3 Payment can be then made through the Razorpay payment gateway. A 2% convenience fee is applicable. Other payment methods include Bank Transfer, Credit Card, Debit Card, Google Pay.
Our Bank Account Details are:
The Advertising Club
Current Account: 06650200000882
IFSC: BARB0VJVICT
Bank of Baroda, Victoria Road, Bengaluru.
- 4.4 For all offline payments outside the system a proforma invoice will be generated. Once we confirm the payment the system will automatically generate a tax invoice which will be available in the entrant dashboard for accounting purposes and can be downloaded directly.
- 4.5 It is absolutely essential to fill in your GST Details and PAN number in the columns provided in the Billing Information Section.
- 4.6 If you do not have a GST registration, you must email a letter from your Auditors stating the reasons thereof to **support@bigbangawards.com**
- 4.7 Consider your entries submitted only when you get a confirmation e-mail with the invoice link. You can also login to track the receipt status of submission from the entrant dashboard.

**For any queries please
contact our team
+91 99123 12387**

CATEGORY: CREATIVE

Sl. No.	Main Category	Sub-category	Industry	Entry fees in INR plus 18% GST per entry
1	Creative	1.1 Consumer Products (any media, including campaigns)	1.1.1 Beauty & Fragrances 1.1.2 Beverages (alcoholic and non-alcoholic) 1.1.3 Fashion and Accessories 1.1.4 Fast Moving Consumer Goods 1.1.5 Food 1.1.6 Household Supplies 1.1.7 Pet Care Products 1.1.8 Personal Care 1.1.9 Snacks & Desserts 1.1.10 Others	3000 3000 3000 3000 3000 3000 3000 3000 3000 3000
1	Creative	1.2 Consumer Durables (any media, including campaigns)	1.2.1 Automotive Vehicles 1.2.2 Automotive Accessories 1.2.3 Electronics 1.2.4 Home Furnishings 1.2.5 Home Appliances 1.2.6 Others	3000 3000 3000 3000 3000 3000
1	Creative	1.3 Consumer Services (any media, including campaigns)	1.3.1 Banking, Insurance and Financial Services 1.3.2 Delivery Services 1.3.3 Education & Training 1.3.4 Entertainment & Sports 1.3.5 Gaming & E-Sports 1.3.6 Hotels & Restaurants 1.3.7 Internet & Telecom 1.3.8 Leisure & Recreation 1.3.10 Retail 1.3.11 Transportation 1.3.12 Travel & Tourism 1.3.13 Others	3000 3000 3000 3000 3000 3000 3000 3000 3000 3000 3000 3000
1	Creative	1.4 B2B Products and Services (any media, including campaigns)	1.4.1 Agriculture 1.4.2 Automotive - Aftermarket 1.4.3 Construction 1.4.4 Business & Office Supplies 1.4.5 Industrial Goods and Services 1.4.6 Professional Services 1.4.7 IT & Software Services 1.4.8 Others	3000 3000 3000 3000 3000 3000 3000 3000
1	Creative	1.5 Media & Entertainment (any media, including campaigns)	1.5.1 OTT Platforms 1.5.2 Sport 1.5.3 e-Sports 1.5.4 Gaming 1.5.5 Culture & The Arts 1.5.6 Others	3000 3000 3000 3000 3000 3000

CATEGORY: CREATIVE

Sl. No.	Main Category	Sub-category	Industry	Entry fees in INR plus 18% GST per entry
1	Creative	1.6 Social Cause/ Not for Profit , Government (any media, including campaigns)		3000
1	Creative	1.7 Health, Fitness& Wellness (any media, including campaigns)	1.7.1 Disease Awareness & Education 1.7.2 Healthcare, Rx 1.7.3 Healthcare - OTC 1.7.4 Healthcare - Rx - Devices	3000 3000 3000 3000
1	Creative	1.8 Regional Work (any media, including campaigns) in Telegu, Kannada, Tamil, Malyalam, Hindi	1.8.1 FMCG Products, Consumer Durables and Services 1.8.2 B2B Products and Services 1.8.3 Media, Entertainment, Sports 1.8.4 Social Cause/ Not for Profit 1.8.5 Health, Fitness & Wellness 1.8.6 Best Regional Language Campaign of the Year (use at least 3 media)	3000 3000 3000 3000 3000 12,500
1	Creative	1.9 Marketing Campaigns	1.9.1 Brand Strategy 1.9.2 Building Brand Awareness 1.9.3 Experiential Marketing	12500 12500 12500
1	Creative	1.10 Special Awards	1.10.1 Young Art Director of the year open to individuals below 30 years of age. Not open to agencies. 1.10.2 Young Writer of the year (copy/ content) open to individuals below 30 years of age. Not open to agencies. 1.10.3 Young Creative team of the Year - Copywriter/ Content Writer and Art Director open to individuals below 30 years of age. Not open to agencies.	5000 5000 5000

CATEGORY: DESIGN

Sl. No.	Main Category	Sub-category	Entry fees in INR plus 18% GST per entry
2	Design	2.1 Corporate / Brand Identity	3000
		2.2 Employee Communication	3000
		2.3 Posters	3000
		2.4 e-Brochures	3000
		2.5 Calendars	3000
		2.6 Newsletters	3000
		2.7 Direct Mailers	3000
		2.8 Annual Reports	3000
		2.9 Website Design	3000
		2.10 UI/UX Design	3000
		2.11 Packaging	3000

CATEGORY: DIGITAL

Sl. No.	Main Category	Sub-category	Entry fees in INR plus 18% GST per entry
3	Digital	3.1 E-mailer	3000
		3.2 Digital Videos	3000
		3.3 Explainer Videos	3000
		3.4 Video Series	3000
		3.5 Content Marketing	3000
		3.6 Community Engagement	3000
		3.7 Influencer Communications	3000
		3.8 Online Contests	3000
		3.9 Mobile Applications	3000
		3.10 Websites	
		3.10.1 Corporate Website	3000
		3.10.2 E-commerce Website	3000
		3.11 Digital Brand Campaign (at least 3 media/ platforms)	12,500
		3.13 Mobile Marketing Campaign (at least 3 creative units)	12,500
		3.14 Influencer Marketing Campaign (at least 3 3 creative units)	12,500
		3.15 Social Cause Campaign (at least 3 media/ platforms)	12,500

CATEGORY: MEDIA INNOVATION

Sl. No.	Main Category	Sub-category	Entry fees in INR plus 18% GST per entry
4	Media Innovation	4.1 Dailies & Magazines	3000
		4.2 Audio-visual Media (Linear TV, connected TV, OTT etc)	3000
		4.3 Radio	3000
		4.4 Digital Media	3000
		4.5 Branded Content	3000
		4.6 OOH and Ambient Media	3000
		4.7 Sponsorships	3000
		4.8 Multiple Platforms	3000
		4.9 Celebs, brand ambassadors & influencer marketing	3000
		4.10 Events / Experiential Marketing/ Brand Activation	3000
		4.11 Direct Marketing	3000
		4.12 Audio platforms (podcasts, other digital audio platforms etc)	3000
		4.13 Emerging Technologies	3000
		4.14 Sports Marketing	3000
		4.15 E-commerce	3000

CATEGORY: MEDIA STRATEGY

Sl. No.	Main Category	Sub-category	Entry fees in INR plus 18% GST per entry
5	Media Strategy	5.1 Consumer Products	3000
		5.2 Consumer Durables	3000
		5.4 B2B Products and Services	3000
		5.5 Media & Entertainment	3000
		5.6 Others	3000

CATEGORY: INTEGRATED CAMPAIGNS

Sl. No.	Main Category	Sub-category	Entry fees in INR plus 18% GST per entry
6	Integrated Campaigns	6.1 Consumer Products (at least 3 media)	12,500
		6.2 Consumer Durables (at least 3 media)	12,500
		6.4 B2B Products and Services (at least 3 media)	12,500
		6.5 Media & Entertainment (at least 3 media)	12,500
		6.6 Others (at least 3 media)	12,500

CATEGORY: EVENTS AND BRAND ACTIVATION

Sl. No.	Main Category	Sub-category	Entry fees in INR plus 18% GST per entry
7	Events and Brand Activation	7.1 Brand Activation	3000
		7.2 Online Event	3000
		7.3 Product Launch	3000

CATEGORY: DATA AND TECHNOLOGY

Sl. No.	Main Category	Sub-category	Entry fees in INR plus 18% GST per entry
8	Data and Technology	8.1 Best data-driven marketing campaign	12,500
		8.2 Best brand Experience: AR/ VR/Emerging tech	12,500
		8.3 Best Media Research using existing data (covers use of data bases like TAM, BARC, IRS, TGI, publisher data etc.)	12,500
		8.4 Best use of Analytics/ Data Technology leveraging existing or progressive technologies for driving insights or business	12,500
		8.5 Best brand activation - Metaverse	12,500
		8.6 Best use of cultural insight in a campaign	12,500
		8.7 Best use of AI in a campaign	12,500

FORMAT SPECIFICATIONS AND REQUIREMENTS FOR UPLOADING ENTRIES

1. 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 1024×576 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

2. 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
- A short 30 second video clip in MP4 format of your creative work for the showreel

3. 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 in a Word document

4. MEDIA/ DIGITAL/ MOBILE/ SOCIAL MEDIA/ /INTEGRATED CAMPAIGNS

- Creative units to be submitted as per the specifications above.
- Additionally submit a case study with the objective, target audience, challenges overcome, creative solution and results as a video/PDF.
- 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
- A short 30 second video clip in MP4 format of your creative work for the showreel

FORMAT SPECIFICATIONS AND REQUIREMENTS FOR UPLOADING ENTRIES

5. MEDIA STRATEGY (Categories 5.1-5.6)

Your Media Strategy should cover the following in a maximum of 1500 words. You can use either Word or Power Point for the document, converted into a PDF.

- Marketing Objective
- Target Audience
- Situation Analysis
- Category/Consumer Insight
- Media Solution- specifically outlining the strategic media choices made with rationale
- ROI and Delivery against the defined objective

6. MARKETING AWARDS (Categories 1.9.1 -1.9.4)

Your Marketing Strategy document should cover the following in a maximum of 1500 words. You can use either Word or Power Point for the document, converted into a PDF.

- Marketing Objective
- Target Audience
- Situation Analysis
- Category/consumer insight
- Creative Solution
- Media Solution- specifically outlining the strategic media choices made with rationale
- ROI and Delivery against the defined objective

Please support your strategy document with:

- A video covering the objective, target audience, the creative and media solutions and the results
- 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
- A short 30 second video clip in MP4 format of your creative work for the showreel also to be included





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