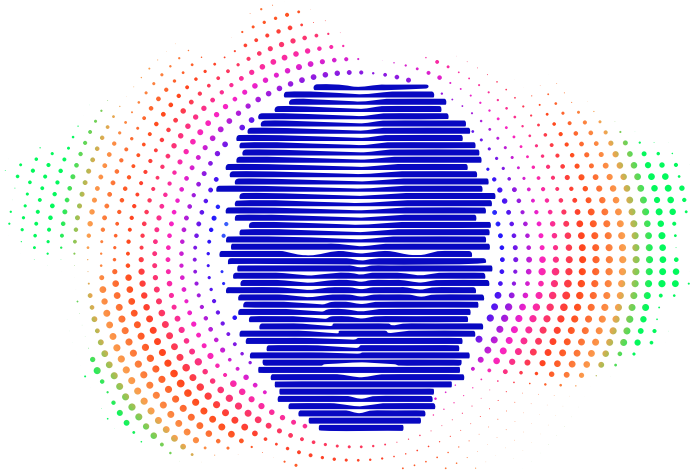


# **BIG BANG AWARDS'25 HANDBOOK**

ENTRY GUIDELINES, CATEGORIES  
AND ANNEXURES

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# BIG BANG AWARDS'25



## 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.

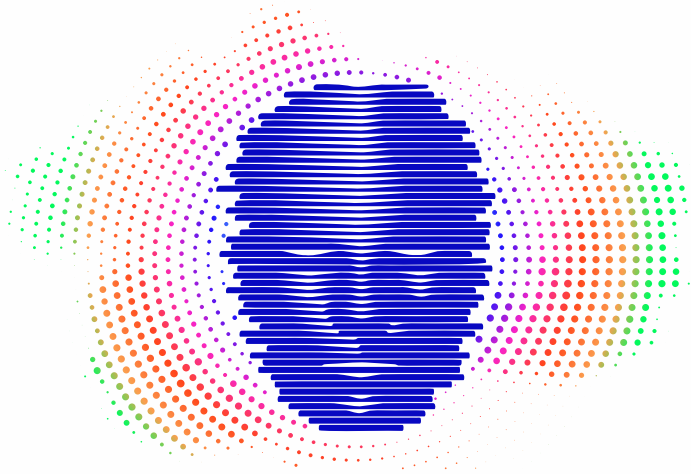


# BIG BANG AWARDS'25

## ENTRY SUBMISSION

- 2.1 **Each entry must be submitted with a duly filled-in submission form.**
- 2.2 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.
- 2.3 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.
- 2.4 It is important to understand why we ask for a client endorsement. The Awards are **for all creative / campaigns developed between August 2024 to July 2025**. Therefore, we want to be sure that your entries were indeed developed during this period.
- 2.5 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.
- 2.6 Only work released between **August 2024 to July 2025** can be entered for the awards





# BIG BANG AWARDS'25

## CATEGORIES & ENTRY FEES

- 3.1 **The entry fee is Rs. 5000 per submission plus GST** as applicable. Please check fees for special categories.
- 3.2 **Early Bird fee is Rs. 4500 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 must 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.
- 3.5 Details are given in the table below for your ready reference.

## CATEGORY: CREATIVE

Sl. No.	Main Category	Sub-Category	Industry	Entry fees in INR plus 18% GST per entry
1	Creative	1.1 <b>Consumer Products</b> (any media, including campaigns)	1.1.1 Beauty & Fragrances 1.1.2 Beverages (alcoholic and non-alcoholic) 1.1.3 Fashion & 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	5000 5000 5000 5000 5000 5000 5000 5000 5000 5000
1	Creative	1.2 <b>Consumer Durables</b> (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	5000 5000 5000 5000 5000 5000
1	Creative	1.3 <b>Consumer Services</b> (any media, including campaigns)	1.3.1 Banking, Insurance 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 1.3.9 Pet Care Services 1.3.10 Retail 1.3.11 Transportation 1.3.12 Travel & Tourism 1.3.13 Others	5000 5000 5000 5000 5000 5000 5000 5000 5000 5000 5000 5000 5000
1	Creative	1.4 <b>B2B Products &amp; Services</b> (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 & Services 1.4.6 Professional Services 1.4.7 IT & Software Services 1.4.8 Others	5000 5000 5000 5000 5000 5000 5000 5000
1	Creative	1.5 <b>Media &amp; Entertainment</b> (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	5000 5000 5000 5000 5000 5000

## CATEGORY: CREATIVE

Sl. No.	Main Category	Sub-Category	Industry	Entry fees in INR plus 18% GST per entry
1	Creative	1.6 <b>Social Cause/ Not for Profit , Government</b> (any media, including campaigns)		5000
1	Creative	1.7 <b>Health, Fitness &amp; Wellness</b> (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 1.7.5 Fitness & Wellness : Products & Services 1.7.6 Best Healthcare Campaign of the year (use at least 3 media)	5000 5000 5000 5000 5000 5000
1	Creative	1.8 <b>Regional Work</b> (any media, including campaigns) in Telegu, Kannada, Tamil, Malyalam, Hindi	1.8.1 FMCG Products, Consumer Durables & Services 1.8.2 B2B Products & 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)	5000 5000 5000 5000 5000 15,000
1	Creative	1.9 <b>Marketing Campaigns</b>	1.9.1 Brand Strategy 1.9.2 Building Brand Awareness 1.9.3 Experiential Marketing 1.9.4 Brand Content & Entertainment	15000 15000 15000 15000
1	Creative	1.10 <b>Special Awards</b>	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 & Art Director open to individuals below 30 years of age. Not open to agencies. 1.10.4 Arvind Kumar Award for Young Media Professional of the open to individuals below 30 years Not open to agencies. 1.10.5 Ayaz Peerbhoy Award for Best Creative Campaign of the Year ( at least 3 media)	5000 5000 5000 5000 year of age. 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	5000
		2.2 Employee Communication	5000
		2.3 Posters	5000
		2.4 e-Brochures	5000
		2.5 Calendars	5000
		2.6 Newsletters	5000
		2.7 Direct Mailers	5000
		2.8 Annual Reports	5000
		2.9 Website Design	5000
		2.10 UI/UX Design	5000
		2.11 Packaging	5000

## CATEGORY: DIGITAL

Sl. No.	Main Category	Sub-category	Entry fees in INR plus 18% GST per entry
3	Digital	3.1 E-mailer	5000
		3.2 Digital Videos	5000
		3.3 Explainer Videos	5000
		3.4 Video Series	5000
		3.5 Content Marketing	5000
		3.6 Community Engagement	5000
		3.7 Influencer Communications	5000
		3.8 Online Contests	5000
		3.9 Mobile Applications	5000
		3.10 Websites	
		3.10.1 Corporate Website	5000
		3.10.2 E-commerce Website	5000
		3.11 Digital Brand Campaign (at least 3 media/ platforms)	15,000
		3.12 Social Media Campaign (at least 3 platforms)	15,000
		3.13 Mobile Marketing Campaign (at least 3 creative units)	15,000
		3.14 Influencer Marketing Campaign (at least 3 3 creative units)	15,000
		3.15 Social Cause Campaign (at least 3 media/ platforms)	15,000
		3.16 Digital Marketing Campaign of the year (at least 3 media/ platforms)	15,000

## 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	5000
		4.2 Audio-visual Media (Linear TV, connected TV, OTT etc)	5000
		4.3 Radio	5000
		4.4 Digital Media	5000
		4.5 Branded Content	5000
		4.6 OOH & Ambient Media	5000
		4.7 Sponsorships	5000
		4.8 Multiple Platforms	5000
		4.9 Celebs, Brand Ambassadors & Influencer Marketing	5000
		4.10 Events / Experiential Marketing / Brand Activation	5000
		4.11 Direct Marketing	5000
		4.12 Audio platforms (Podcasts, other Digital Audio Platforms etc)	5000
		4.13 Emerging Technologies	5000
		4.14 Sports Marketing	5000
		4.15 E-commerce	5000
		4.16 Media Campaign of the year at least 3 media / platforms)	15000

## 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	5000
		5.2 Consumer Durables	5000
		5.4 B2B Products & Services	5000
		5.5 Media & Entertainment	5000
		5.6 Others	5000

## CATEGORY: INTEGRATED CAMPAIGNS

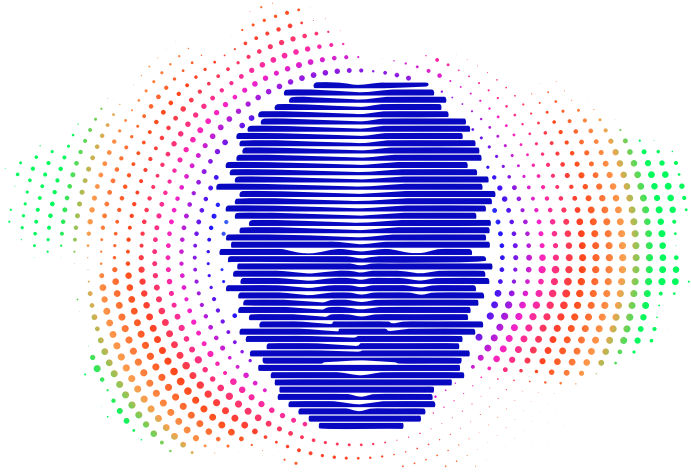
Sl. No.	Main Category	Sub-category	Entry fees in INR plus 18% GST per entry
6	Integrated Campaigns	6.1 Consumer Products (at least 3 media)	15,000
		6.2 Consumer Durables (at least 3 media)	15,000
		6.3 Consumer Services (at least 3 media)	15,000
		6.4 B2B Products & Services (at least 3 media)	15,000
		6.5 Media & Entertainment (at least 3 media)	15,000
		6.6 Others (at least 3 media)	15,000

## 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	5000
		7.2 Online Event	5000
		7.3 Product Launch	5000

## 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	15,000
		8.2 Best brand Experience: AR/ VR/Emerging tech	15,000
		8.3 Best Media Research Using Existing Data (Covers Use Of Data Bases like TAM, BARC, IRS, TGI, publisher data etc.)	15,000
		8.4 Best use of Analytics/ Data Technology Leveraging Existing or Progressive Technologies for Driving Insights or Business	15,000
		8.5 Best Brand Activation - Metaverse	15,000
		8.6 Best Use of Cultural Insight in a Campaign	15,000
		8.7 Best Use of AI in a Campaign	15,000



# BIG BANG AWARDS'25



## 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**

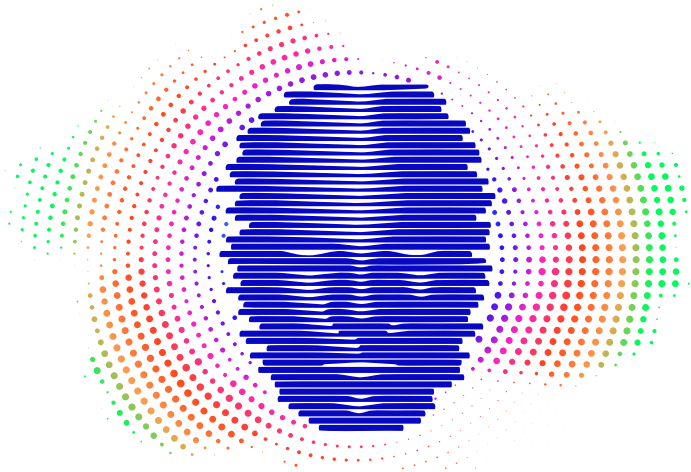
**Bank of Baroda, Victoria Road, Bengaluru.**

- 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 stating the reasons to **support@bigbangawards.com** from you auditors.
- 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.

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**For any queries please contact our team**  
**+91 96767 50824 / 88869 69108**

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## **BIG BANG AWARDS'25**



# **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  
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



## 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**

## 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

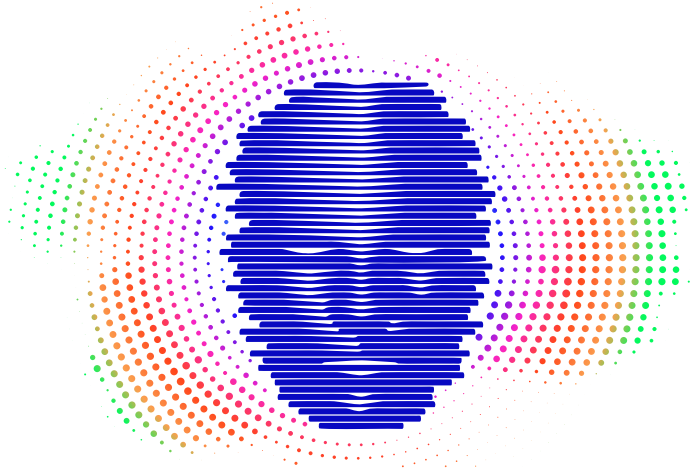
## 6. MARKETING AWARDS (Categories 1.9.1 -1.9.4)

**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

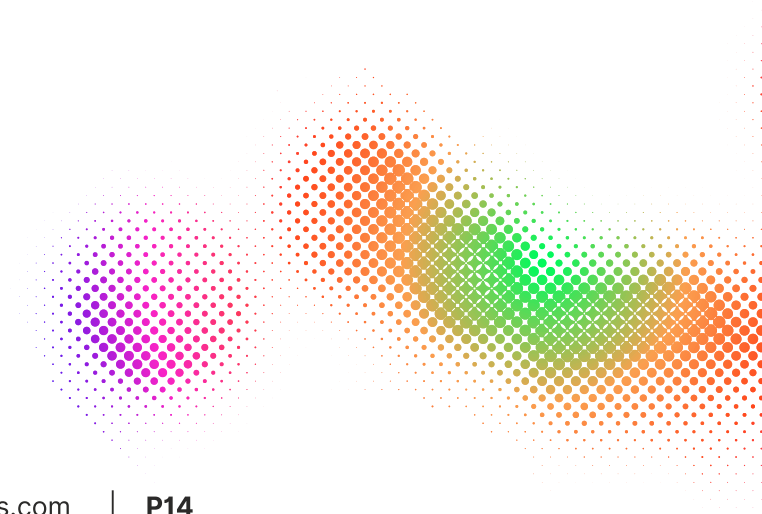


# **BIG BANG AWARDS'25**



## **CATEGORY DETAILS**

For detailed definitions and scope of each category, please refer to the subsequent sections of this handbook which provide in-depth explanations of industries, sub-categories, and examples to help classify entries accurately.



## 6.1 FMCG Categories

This section covers all FMCG-related categories for the Big Bang Awards. The FMCG sector is one of the most diverse and widely represented in advertising. Entries in this section span foods, beverages, personal care, household care, and other fast-moving consumer goods. Entrants must ensure that campaigns are submitted under the correct sub-category for fair evaluation.

### 6.1.1 Beauty & Fragrances

This category includes cosmetics, toiletries, perfumes, deodorants, skin care products, hair care products, and grooming items. Campaigns may involve launches, relaunches, seasonal promotions, integrated marketing, or creative storytelling that reinforce brand equity and consumer aspiration within the beauty and fragrance segment.

### 6.1.2 Beverages

(alcoholic and non-alcoholic)

This category includes packaged and branded non-alcoholic beverages such as colas, aerated drinks, concentrates, soft drinks, packaged water, juices, dairy-based beverages, energy drinks, and nutritional drinks. It also covers alcoholic beverages including spirits, wines, beers, ready-to-drink mixes, and cocktails. Campaigns may highlight refreshment, indulgence, lifestyle appeal, or cultural association, and can include mass media advertising, packaging, retail promotion, digital-first campaigns, and influencer activations.

### 6.1.3 Fashion & Accessories

This category covers creative work for fashion apparel, footwear, eyewear, jewelry, watches, bags, belts, and accessories. Campaigns may feature lifestyle positioning, seasonal launches, e-commerce activations, and advertising that reinforces aspiration, style, and brand identity.

### 6.1.4 Fast Moving Consumer Goods (FMCG)

This category applies to staples and mass-consumption goods including packaged staples, instant mixes, condiments, and cooking aids. Campaigns may showcase innovation in convenience, affordability, accessibility, and everyday relevance.

### 6.1.5 Food

This category covers packaged foods, snack foods, baby foods, confectionery, biscuits, baked foods, ready-to-eat meals, table and kitchen ingredients, ice creams, and dairy products. Campaigns may focus on nutrition, taste, indulgence, convenience, and cultural resonance. Entries may include advertising across traditional, retail, packaging, digital, and integrated communication platforms.

### 6.1.6 Household Supplies

This category includes cleaning supplies, detergents, disinfectants, dishwashing products, floor cleaners, air fresheners, and other household utilities. Campaigns may emphasize performance, innovation, hygiene, safety, and lifestyle enhancement in the home care context.

### 6.1.7 Pet Care Products

This category covers pet food, grooming aids, veterinary products, health supplements, and accessories. Campaigns may highlight emotional connections, pet wellness, lifestyle integration, or responsible pet ownership through creative storytelling, brand activation, or influencer engagement.

### 6.1.8 Personal Care

This category includes soaps, shampoos, shaving products, oral care, skincare, and hygiene essentials. Campaigns may address themes of health, wellness, confidence, personal expression, and everyday care, and can include advertising, packaging, and integrated campaigns.

### 6.1.9 Snacks & Desserts

This category covers chocolates, ice creams, confectionery, desserts, biscuits, savory snacks, and baked indulgence products. Campaigns may highlight taste, indulgence, fun, youth appeal, convenience, or festive and cultural associations through creative and innovative communication strategies.

### 6.1.10 Others

This category applies to FMCG products not specifically covered above. Entrants must define the nature of the product or sector clearly to enable appropriate jury evaluation.

## 6.2 Automotive & Consumer Durables Categories

This section covers all Automotive and Consumer Durables related categories for the Big Bang Awards. These sectors represent large investments in advertising, spanning vehicles, accessories, household electronics, and appliances. Entrants should carefully classify work into the appropriate sub-categories for proper evaluation.

### 6.2.1 Automotive Vehicles

This category includes passenger cars, two-wheelers, commercial vehicles, trucks, and buses. It also covers campaigns for tyres, batteries, lubricants, engine oils, and automotive fuels. Entries may address themes of mobility, innovation, safety, aspiration, and performance, using traditional media, digital, activations, or integrated approaches.

### 6.2.2 Automotive Accessories

This category includes accessories, spare parts, and decorative items related to the automotive sector. Examples include in-car entertainment, seating, lighting, or detailing products. Campaigns may highlight innovation, performance, design, or lifestyle integration.

### 6.2.3 Electronics

This category covers consumer electronics such as televisions, radios, music systems, refrigerators, washing machines, air conditioners, vacuum cleaners, microwaves, laptops, smartphones, and other appliances. Campaigns may emphasize innovation, technology, design, ease of use, or aspirational lifestyle appeal.

### 6.2.4 Home Furnishings

This category includes furniture, mattresses, furnishings, fittings, and related home improvement products. Campaigns may highlight design, durability, lifestyle aesthetics, comfort, or cultural association with the home environment.

## 6.3 Retail

This section covers all retail-related categories for the Big Bang Awards. It highlights how advertising connects consumers with retail experiences across both offline and online platforms.

### 6.3.1 Retail

This category includes all forms of retail including e-commerce platforms, department stores, malls, boutiques, specialty shops, salons, restaurants, cafés, and bookshops. Campaigns may emphasize shopping experiences, promotions, online and offline retail integration, and consumer lifestyle appeal.

## 6.4 Services

This section covers services categories spanning finance, education, technology, and travel. Entrants should classify work according to the service industry represented.

### 6.4.1 Banking, Finance & Insurance

Covers banks, financial institutions, insurance companies, mutual funds, fintech services, credit cards, and investment products. Campaigns may focus on trust, convenience, innovation, lifestyle relevance, or financial literacy.

### 6.4.2 Education

Includes schools, colleges, training institutes, e-learning platforms, and education technology. Campaigns may focus on aspiration, knowledge, innovation, and empowerment through learning.

### 6.4.3 Telecom & Technology

Covers telecom service providers, mobile networks, broadband, internet services, and IT products. Campaigns may highlight connectivity, innovation, affordability, and lifestyle integration.

### 6.4.4 Travel & Hospitality

Includes airlines, hotels, resorts, tourism boards, transport services, and travel aggregators. Campaigns may emphasize exploration, lifestyle experiences, cultural relevance, and service quality.



## 6.5 Corporate, Media & Entertainment

This section covers campaigns created for corporate reputation and for brands in the media and entertainment industry.

### 6.5.1 Corporate

This category covers corporate branding, B2B communication, CSR communication, and campaigns that build corporate image or reputation. Submissions may include thought leadership, stakeholder engagement, and purpose-driven narratives.

### 6.5.2 Media & Entertainment

This category includes television channels, OTT platforms, radio stations, music, events, film studios, and publishing. Campaigns may highlight programming, content launches, audience engagement, or brand positioning in the media and entertainment sector.

## 6.6 Public Service

This section covers advertising created for public service causes and social good.

### 6.6.1 Public Service

This category includes campaigns created for social causes, NGOs, government bodies, and non-profit organizations. Topics may include health, safety, education, environment, equality, and community development. Campaigns may range from awareness and advocacy to behavioral change initiatives.

## 6.7 Design

This section covers design excellence across print and digital mediums. It highlights visual communication, branding, and user experience.

### 6.7.1 Design for Print

Covers graphic design, typography, illustration, and visual identity created for print media. Includes posters, brochures, annual reports, packaging, and editorial design.

### 6.7.2 Design for Digital

Covers UI/UX, websites, app interfaces, digital branding, and interactive design. Includes digital-first campaigns, motion graphics, and immersive experiences.

## 6.8 Digital

This section covers digital-first creativity across social media, performance marketing, and integrated digital channels.

### 6.8.1 – Social Media Campaigns

Includes campaigns created for social platforms like Facebook, Instagram, LinkedIn, YouTube, and X. Focuses on creativity, engagement, and measurable impact.

### 6.8.2 – Search & Performance Marketing

Covers campaigns driven by SEM, SEO, programmatic, and performance media. Judged on strategy, efficiency, and ROI.

## 6.9 Media Innovation

This section celebrates innovative use of media channels, both traditional and digital, to amplify brand communication.

### 6.9.1 Traditional Media Innovation

Covers innovation in print, TV, radio, and outdoor. Entries must show inventive media use to maximize impact.

### 6.9.2 Digital Media Innovation

Covers breakthrough use of digital channels, influencer marketing, native content, and platform innovations.

## 6.10 Media Strategy

This section covers campaigns driven by strong media planning and measurable effectiveness across platforms.

### 6.10.1 Media Planning

Focuses on effective media strategy and planning across platforms. Judged on insight, creativity, and results.

### 6.10.2 Media Effectiveness

Covers campaigns that achieved business impact through media strategy. Measured by efficiency and ROI.

## 6.11 Integrated Campaigns

This section highlights the best cross-platform campaigns that demonstrate seamless storytelling and brand integration.

### 6.11.1 Cross-Platform Campaigns

Includes campaigns that used three or more channels in a seamless way. Judged on integration, consistency, and creativity.

## 6.12 Events and Brand Activation

This section covers experiential marketing, events, and brand activations that connect directly with audiences.

### 6.12.1 Events

Covers large-scale brand events, product launches, cultural activations, and experiential marketing. Must show creativity and audience impact.

### 6.12.2 Brand Activation

Covers activations that bring brands alive through retail, outdoor, digital, or grassroots consumer experiences.

## 6.13 Data & Technology

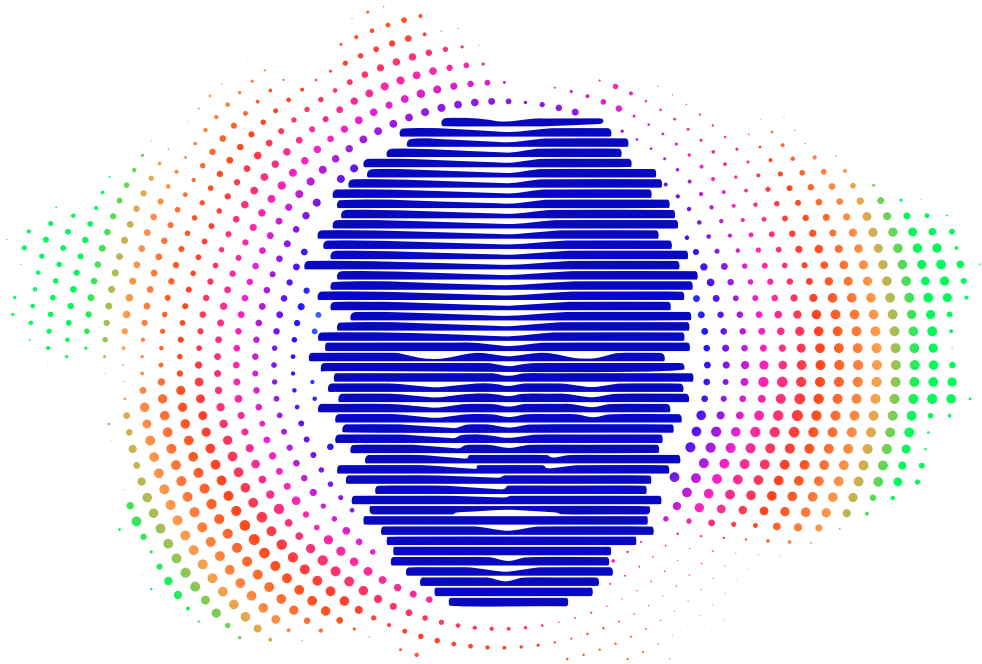
This section recognizes creativity powered by data, analytics, and technology-driven innovation.

### 6.13.1 Use of Data

Covers campaigns where consumer data, analytics, or AI drove creativity and effectiveness.

### 6.13.2 Technology-Led Campaigns

Covers use of technology such as AR/VR, AI, mobile innovation, or platform engineering in brand storytelling.



# BIG BANG AWARDS'25

For any queries please contact our team  
+91 96767 50824 / 88869 69108 | [support@bigbangawards.com](mailto:support@bigbangawards.com)  
[www.bigbangawards.com](http://www.bigbangawards.com)