

4th Edition

campaign<sup>INDIA</sup>

Media360

Summit | Awards

# ENTRY KIT

**Early Entry Deadline:** 21 March 2022

**Final entry deadline:** 11 April 2022

[www.Media360india.com](http://www.Media360india.com)



# INTRODUCTION

4th Edition



## Media360

The Campaign India Media360 Awards are all about celebrating the ideas, innovation and strategic thinking that are changing media. So we've created the awards to make them better and smarter and we've introduced a few categories to reflect the fast-moving media landscape of Indian media and recognise the talent who are driving the change.

At Media360 Awards and our parent brand, Campaign India, we see how rapidly the media world is changing and expanding in the face of disruption and digital transformation. These awards recognise agencies and media owners for their innovation, creativity, and business impact.

The Campaign India Media360 Awards matter because they are judged by the toughest critics, your peers. Our expert judging panels are made up of leaders in marketing from across the industries and we pride ourselves on our rigorous and objective judging process.

For further details, e-mail: [dinika.tahilramani@haymarketsac.com](mailto:dinika.tahilramani@haymarketsac.com)



# CATEGORIES

## PRODUCT SECTOR CATEGORIES

- Automotive
- FMCG
- Alcoholic Drinks
- Banks & Financial Services
- Corporate & Utilities
- Fashion & Beauty
- Food & Drink
- Household (Appliance, etc)
- Telecom
- Healthcare
- Media & Entertainment
- Public Sector & Charities
- Retail - Online
- Retail - Offline
- Real Estate
- Travel & Leisure

**These categories are open to all entrants, including agencies and media owners. They reward the strategic thinking, insight, and planning in a media campaign across 15 industry sectors.**

The judges will reward work that demonstrates:

- Strategic thinking and understanding of a **brand's business needs**
- Originality, innovation and approach in the insight and planning phases of the **campaign**
- The media execution and its effectiveness **in delivering results for the brand**
- The ability to drive growth against **competitor brands in the sector**

## BEST USE OF MEDIA

### Print

- News Paper - English
- News Paper - Hindi
- News Paper - Regional
- Magazine - English
- Magazine - Hindi
- Magazine - Regional

### TV

- News Channel - English
- News Channel - Hindi
- News Channel -Regional
- Entertainment Channel - English
- Entertainment Channel - Hindi
- Entertainment Channel - Regional
- Sports - English
- Sports - Hindi
- Sports - Regional

### Digital

- Website - English
- Website - Hindi
- Website - Regional
- Mobile Apps - English
- Mobile Apps - Hindi
- Mobile Apps - Regional
- EDM

### Mobile

- Text
- Voice
- Image

### Radio

- English
- Hindi
- Regional

### Outdoor

- Static
- Digital

### Sponsorship

- Events
- TV shows

**For each entry, the entrants have to provide evidence of the following:**

- Creativity
- Originality
- Strategy
- Outcome
- Relation to objectives and cost-effectiveness (if applicable)

**The entries should clearly describe the campaign and the media thinking / idea behind it.**

# CATEGORIES

## The CRM & Media Award

This category is open to all entrants, including agencies and media owners. It rewards a company that uses customer relationship management to inform and drive a brand's media strategy. The judges will reward work that demonstrates:

- Use of CRM in the heart of a media campaign
- Strategic thinking, originality and innovation in the use of CRM in the insight and planning phases of a media campaign
- The role of CRM in the media execution and effectiveness in delivering results for the brand
- Highlight ongoing and future collaborations if applicable

## The Data & Creativity Award

This category recognises innovative media activity underpinned by a creative, audience-focused use of data. The judges will reward work that demonstrates:

- Strategic thinking, originality and innovation in the creative use of data
- How data and creativity combined to create the desired audience experience
- Collaboration between data and creative teams
- The media execution and effectiveness in delivering results for the brand

## Best Social Strategy

This new category is open to all entrants, including agencies and media owners. It rewards a company that uses social media to inform a brand's media strategy and execution. The judges will reward work that demonstrates:

- Use of social in the heart of a media campaign
- Strategic thinking, originality and innovation in the insight, content planning and content creation phases of the media campaign
- The media execution and effectiveness in delivering results for the brand.

## Best Use of Experiential

This category is open to all entrants, including agencies and media owners. It rewards a company that uses experiential as a core part of a brand's media strategy. The judges will reward work that demonstrates:

- Use of experiential at the heart of a media campaign
- Strategic thinking, originality and innovation in the use of experiential in the insight, planning and content creation phases of a media campaign
- The execution of the experiential event(s) and effectiveness in delivering results for the brand
- Highlight ongoing and future collaborations

## Branded Content

This category rewards a company that uses branded content at the heart of a media campaign. The judges will reward work that demonstrates:

- Originality and innovation in the insight and planning phases of a media campaign
- Quality of execution in the content creation
- Effectiveness in delivering results for the brand
- Highlight ongoing and future collaborations
- Clever bringing together of content and brand

## Content Strategy

This category is open to all entrants, including agencies and media owners. It rewards a company that uses content as the centrepiece of a media strategy, with particular recognition for work that goes beyond a single campaign and has lasting impact. The judges will reward work that demonstrates:

- Strategic thinking in the use of content
- Breadth of content and innovative methods of delivery
- Drives business results, with particularly recognition for medium-term and long-term impact beyond a single campaign
- Highlight ongoing and future collaborations

# CATEGORIES

## Media Partnerships

This category is open to all entrants, including agencies and media owners. It rewards a company or companies that used a media partnership at the heart of a media campaign. The judges will reward work that demonstrates:

- Strategic thinking in the use of a media partnership
- Originality and innovation in the insight and planning phases of a media partnership
- Effectiveness in driving business results, with particular recognition for medium-term and long-term impact beyond a single campaign
- Highlight ongoing and future collaborations

## Insight & Innovation Categories

### Best Use of Insight:

This category is open to all entrants, including agencies and media owners. It rewards a company for the best use of insight at the heart of a media campaign. The judges will reward work that demonstrates:

- Original and innovative use of insight in a media campaign
- Strategic thinking in the use of insight
- Effectiveness in driving business results
- Highlight ongoing use of insight

### Creative Idea:

This new category is open to all entrants, including agencies and media owners. It rewards a company for the best use of media creativity. The judges will reward work that shows:

- An original idea that is rooted in a strategic approach to creativity in media
- Creative use of media to plan and execute a campaign
- Effectiveness in driving business results

### Product Innovation - Media Agency:

This award rewards a product innovation by a media agency or other agency. The judges will reward work that shows:

- Strategic thinking in devising a new product
- Genuine innovation
- The media execution and effectiveness in delivering results
- Benefit to the industry, including clients and/or media owners and/or the agency's own staff

### Product Innovation - Media Owner:

This award rewards a product innovation by a media owner. The judges will reward work that shows:

- Strategic thinking in devising a new product
- Genuine innovation
- The media execution and effectiveness

in delivering results

- Benefit to the industry, including clients and/or agencies and/or the media owner's own staff

### Total Communications Campaign:

This category is open to all entrants, including agencies and media owners. It rewards a company for a total communications campaign, with particular recognition for work that caters for the whole customer experience. The judges will reward work that demonstrates:

- Strategic thinking in the use of total communications
- Innovation
- Breadth of channels and methods of delivery
- Drives business results, with particularly recognition for medium-term and long-term impact beyond a single campaign
- Highlights ongoing and future collaborations

# CATEGORIES

## Best International Strategy

This category is open to all entrants, including agencies and media owners. It rewards a company for its international media strategy, with particular recognition for work that goes beyond a single campaign and has lasting impact. The judges will reward work that demonstrates:

- Strategic thinking in the use of content
- Breadth of content and innovative methods of delivery
- Drives business results, with particularly recognition for medium-term and long-term impact beyond a single campaign
- Highlight ongoing and future collaborations

## Agency Team of the Year

The judges will focus on whether a team has an innovative approach to media. Commercial results are secondary, although they will still count towards the final decision. The winning team must demonstrate:

- Strategic thinking and innovation
- Breadth of insight and planning
- Evidence that innovation has driven new business success
- The agency team's commercial performance

## Media Owner Commercial Team of the Year

The judges will focus on whether a team has an innovative approach to media. Commercial results are secondary, although they will still count towards the final decision. The winning team must demonstrate:

- Strategic thinking and innovation
- Breadth of insight and planning
- Evidence that innovation has driven new business success
- The commercial team's commercial performance

## Grand Prix: Campaign of the Year

The most-awarded campaign, based on all the winners and voted by the judges. Please note you cannot enter this award directly.

## Grand Prix: Most Awarded Agency

The most-awarded agency, based on all the awards eligible to media agencies. Please note you cannot enter this award directly.

Only Gold winner in product sector categories, Use of media, Grand Prix categories. For remaining categories there will Gold, Silver and Bronze winners.

The judges determine if an entry is worthy of being shortlisted or winning an award. The judges' decisions are final and neither the organiser nor the judging panel will enter into any correspondence about them .

# ENTRY CRITERIA

## Who should enter?

Entry is open to media agencies, clients, publishers, media owners or other relevant marketing service providers. Any entry for a particular project should be coordinated between the different parties involved. In case the same piece of work is entered by multiple parties in the same category, the award, if any, will be shared between multiple entrants.

## Eligibility period

Campaigns launched or current during the period from 1st January 2021 to 31st December 2021 are eligible to enter the awards.

## Entries Open: 14th March 2022

## Entry fees

Entry Fees - From 14th March to 21st March: Rs. 10,000 per entry + GST  
From 22nd March to 11th April: Rs. 11,000 per entry + GST

# ENTRY PROCESS

## Each entry must include the following to be considered complete:

- Completed online form
- Supporting materials can be uploaded on the microsite/landing page (follow the format requirements)
- Each supporting item should be no more than 10MB.
- Total payment for all entries should be submitted
- Always mention proper ENTRY TITLE, ENTRANT COMPANY, and CATEGORY in your entry because same will get printed on your winning trophy
- If any videos have been submitted as supporting material on the entry system, send one DVD containing hi-res versions of ALL the videos submitted online (in H264 compression, 1280 x 720, aspect ratio 16:9, and in .mp4, .avi, .mov, .mpeg2, format)
- The DVD to be sent by courier, mention the ENTRY TITLE, ENTRANT COMPANY and CATEGORY.
- Please send in your DVD to Media360 2021 - Campaign India, Haymarket Media India Private Limited, 5th Floor, Raheja Xion Building, Off Dr. Ambedkar Road, Opp. Nirmal Park, Dr. Ambedkar Marg, Byculla (E), Mumbai 400027, Direct: +91 22 23787413.

# PAYMENT DETAILS

## By Cheque

Account Name: **Haymarket SAC Publishing (India) Pvt Ltd**

Postal Address: **MEDIA360 2022**

**Campaign India,**

**Haymarket Media India, 5th Floor, 502, Raheja Xion Building, off. Dr. Ambedkar Road, Opp. Nirmal Park,  
Dr. Ambedkar Marg, Byculla (E), Mumbai 400027. Maharashtra, India**

## By Online transfer

Account Name: **Haymarket SAC Publishing (India) Pvt Ltd**

Bank Name: **HDFC BANK**

Current Account Number: **03572020000023**

Branch Address: **Shapoorji Pallonji Building, Dr. Shirodkar Marg, Near KEM Hospital,  
opp. Bata Showroom, Mumbai – 400 012, Maharashtra, India**

RTGS / NEFT IFSC CODE: **HDFC0000357**

**On a single e-mail, enlist ENTRY TITLE, ENTRANT COMPANY NAME, CATEGORY for each entry and  
TOTAL NUMBER OF ENTRIES, and send the same with proof of  
ONLINE PAYMENT CONFIRMATION to: [dinika.tahilramani@haymarketsac.com](mailto:dinika.tahilramani@haymarketsac.com)**



# TERMS AND CONDITIONS

Please ensure that each entry complies with the following rules. Failure to follow the rules may result in your entry being disqualified at an early stage in the judging process.

- Entrants must make their submissions according to our entry deadlines to allow sufficient time to process and resolve any issues before the entries are pushed forward for preliminary judging.
- Upon submission of the online entry form, entry fees are chargeable and you will be liable to pay for the entries, even if you have not proceeded to the payment page or in the event of disqualification, entry withdrawal, duplicate submissions or non-endorsement by client.
- Online entries must be fully completed with the credited Agency Name, Nominee's name (if relevant to category) and Country exactly as per trophy credits.
- Trophy credits will be based on information provided on the online entry form. No changes can be made once entry submission is closed.
- Formats and file size of the supporting materials must be strictly adhered to.
- supporting material that are not in English should be accompanied by a translation to avoid being penalised during judging.
- You may enter the same entry in more than one category. However, for each entry, you must provide separate documentation, supporting materials and entry fee. Judges may reassign the entries at their discretion. Please remember to use the correct entry template for different categories.
- In cases whereby the number of participating entries is less than 3 in a single category, the judges have the right to re-distribute the entries into other relevant categories or not award the category. Haymarket Media Limited will retain the right to claim for unpaid entry fees.
- The judges determine if an entry is worthy of being shortlisted or winning an award. The judges' decisions are final and neither the organiser nor the judging panel will enter into any correspondence about them.
- The organiser reserves the right to publish all entries wholly or in part, as case studies or for publicity purposes.
- Entries are non-returnable. Entries unpaid by 25 February 2021 may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.
- The organiser reserves the right to with-

draw any entry which breaches any of the Awards Organiser's rules. In the event of a complaint against any winning or shortlisted entry, the organiser will conduct an investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client. If the complaint is upheld, entries and, if applicable, awards, will be withdrawn accordingly.

- The Organiser reserves the right to disqualify any unpaid entries and seek legal actions to claim for any unpaid entry fees.
- All payments for submissions must be made or advised at the point of submission confirmation. Once an entry is submitted & accepted in the system, the entry will be processed and from this point forth, no cancellation or withdrawal of entries will be accepted. Entrant will be liable for payment of all entries accepted by the system.

## For more details, please visit

[www.Media360india.com](http://www.Media360india.com)

For enquiries, please contact:

Media 360 team at

[dinika.tahilramani@haymarketsac.com](mailto:dinika.tahilramani@haymarketsac.com)

+91 9702839187

For payment, invoice and receipt,

please contact: Dinika Tahilramani at

[dinika.tahilramani@haymarketsac.com](mailto:dinika.tahilramani@haymarketsac.com)

# JUDGING

The Campaign India Media Awards matter because they recognise the agencies and media owners who are driving change for their clients and transforming the industry for the better.

The Campaign Media Awards place greater importance on the ingenious ideas, innovation and strategic thinking behind the amazing work created.

The Campaign Media Awards recognise the growing diversity of media thinking and celebrate brilliant and inspiring creative media ideas. They seek out and reward campaigns where media has made a real difference.

Campaign prides itself on running some of the fairest, most carefully checked, unbiased judging events in the media industry.

## The Judging Process

The judging will take place in two stages:

### • Stage 1 – Online Judging

The first stage of judging will take place online through a secure site. Each judge will be sent a link to the entries they will be judging to conduct two weeks of online judging. The results from the online judging will identify a body of entries that will progress to the second round of judging.

### • Stage 2 – The Jury Day

The main aim of the offline jury day is to delve further into the detail of each entry and discuss the entries with your fellow judges. We really try to encourage discussion and debate with each judge putting forward their arguments for and against each of the submissions. As the entries have already progressed past the first stage of judging the entries should be of a pretty high standard and deserve consideration. Once each entry / category has been discussed we ask that you then score the entries individually and these scores will determine the final outcome.

## The Judging Criteria

For each entry, the entrants have been asked to provide evidence of the following:

- Creativity
- Originality
- Strategy
- Outcome
- Relation to objectives and cost-effectiveness (if applicable)

The entries should clearly describe the campaign and the media thinking / idea behind it.

The scoring system allows to vote a maximum of 10 points to an entry. There are no fractional points awarded.

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