

JURY



KV Sridhar "Pops"
Founder &
Chief Creative Officer
Hyper Collective



Prathap Suthan
Chief Creative Officer
Managing Partner
Bang in the Middle



Santosh Padhi
Chief Creative Officer &
Co-Founder
Taproot Dentsu

KUCH KHAAS HAI ZINDAGI MEIN

COME ALIVE WITH LIRIL FRESHNESS HAMARA BAJAJ

**CHAL MERI LUNA
CHARMS IS THE SPIRIT OF FREEDOM.
YOU DON'T HAVE TO WALK IF YOU WANT TO TALK**

**HAR GHAR KUCH KEHTA HAI
CHARMS IS THE WAY YOU ARE**



of Pepper Creative Award Trust, 1st floor, 'Dreams', Surabhi Line, K.P. Vallon Road,
Kadavanthara, Cochin - 682 020

BE A LEGEND



CALL FOR ENTRIES



AWARDS



The Awards to be given are Gold, Silver and Bronze in each category to entries judged to be deserving of this honour. Shortlisted entries/finalists will receive a certificate. Winning entries in unpublished category will receive only certificates.

Agency of the Year Award: The agency with the maximum number of points will be presented with the Agency of the Year Award.

Advertiser of the Year Award: The advertiser with the maximum number of points will be presented with the Advertiser of the Year Award.

The Point system followed will be: Gold - 20 points, Silver - 15 points, Bronze - 10 points (in case of a tie, the Agency and Advertiser with most golds will be awarded the Agency of the Year Award and Advertiser of the Year Award respectively)

Note: Unpublished & Kerala specific categories will not be considered for Agency of the Year Award.

ENTRY DEADLINE:

Wednesday, April 5th, 2017, 5.00pm. All material, documentation and payment must be received at the office of Pepper Creative Award Trust, 1st floor, 'Dreams', Surabhi Line, K.P. Vallon Road, Kadavanthara, Cochin - 682 020 not later than Wednesday, April 5th, 2017 5.00pm.

Dear friend,

Gold takes many forms - Jewellery, ingots, coins...

But among the gold that the advertising community prizes the most, you will find the one with the Pepper mark on it. It's not easy to get to this gold. Your work has to make it past the exacting standards set by our eminent jury.

They will weigh your work against the rest, and measure it for brilliance and originality, before pronouncing whether it's worthy of gold.

The glory of winning metal at one of South India's prestigious festivals makes all this worthwhile.

The time to start preparing your entries is now.

This and the attached documents will guide you to send in your entries.

Here's wishing you luck in the gold rush

Lakshman Varma
Secretary,
Pepper Creative Award Trust

JUDGING:

The Jury will consist of a minimum of 3 judges. The Jury will shortlist entries based on an open platform debate and deliberation on the entries where upon they will finally arrive their decisions. At all voting stages, a jury member is prevented from voting for any entry submitted by his/her agency. The decision of the jury in all matters relating to the awarding of prizes will be final and binding. However, in the case of disputes which are purely technical, the Board of Trustees of the Pepper Creative Award Trust have the right to overrule the jury's decision.

ENTRY FORMAT:

PRESS - Art pulls. Entry form pasted on the reverse side.

TELEVISION - MP4 format. Separate CD for each category. Entries in regional languages should be submitted with English subtitles. In case of multiple entries of the same category, leave 5 sec. gap between each spot.

RADIO - MP3 format. Separate CD for each category. Entries in regional languages should be accompanied by the script in English. In case of multiple entries of the same category, leave 5 sec. gap between each spot.

OUTDOOR/AMBIENT - Art pulls. Entry form pasted on the reverse side. A4 or postcard size picture of the actual location where the creative was put up should be pasted behind the entry.

DIRECT MARKETING - Actual samples of the direct marketing entry. If your entry is an activity, photographs of the event, each mounted on lightweight card is acceptable.

INTERACTIVE - Enter the URL in the entry form.

FEES:

The entry fee of ₹3000 is applicable for each piece of creative work entered. In the case of a campaign, payment should be made for each creative piece. This fee is payable by cheque or demand draft to: **Pepper Creative Award Trust, Cochin, payable at Cochin.**

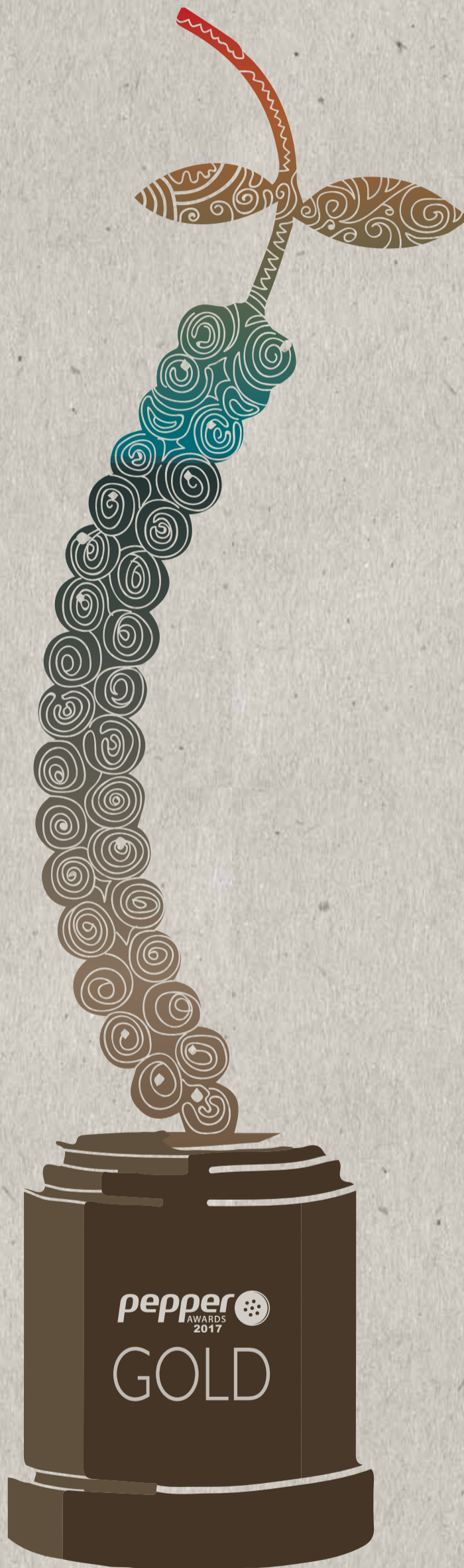
For Kerala specific categories, the entry fee applicable is ₹2000 for each piece of creative work entered.

PAYMENT:

All payments must be accompanied by a statement mentioning the number of entries, payment made for each, and the total amount mentioned in the demand draft/cheque. Entries with no or inadequate payment will not be accepted. There shall be no refunds for any reason.

LEGAL:

All entries will become the property of Pepper Creative Award Trust and will not be returned.



Pepper Creative Award Trust will do a verification for all work entered if required.

The entrant also grants permission to Pepper Creative Award Trust to show, copy or play the entries at such times as the Trust deems appropriate. The Pepper Creative Award Trust reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered at the Pepper Creative Awards. Decision of judges on all matters during judging, including qualifications and categories, will be final.

RULES & REGULATION

All entries must have been published or displayed for the first time between 1 January, 2016 and 31 December, 2016 in a mainline newspaper or magazine (INS member) of repute. In the case of TV/ Radio, it should be a member of IBF.

Only one party may enter an advertisement and this should be agreed in advance between the parties concerned. In the event of two different entrants submitting the same entry, the agency or production house which produces a certificate of authorisation signed by an authorised signatory of the client will only be entertained.

The Pepper Creative Award Trust has the right to verify the authenticity of such certificates and would act on its own volition.

All work submitted should conform to ASCI guidelines. Entry is open to all Creative Agencies, Media Agencies, Digital Agencies, Event Agencies, PR Agencies, Media Houses, Production Houses etc. throughout South India (Kerala, Karnataka, Tamilnadu, Andhra Pradesh, Telengana and Pondicherry) creating advertising or other communication for products, services or causes. Entries cannot be made without the prior permission of the advertiser/owner of the rights of the advertisement. All entries must have been made within the context of a normal paying contract with a client, except in the charities and public services categories. The Pepper Creative Award Trust reserves the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) in the event that entry is shortlisted or a winner.

Each entry should be accompanied by an entry form (sample enclosed)

The entries submitted for all categories will be scrutinized for authenticity and the Pepper Creative Award Trust has the right to reject any entries without any reason. Entry fee for rejected entries will not be refunded.

MATERIAL & DOCUMENTS:

- Entry forms (complete in all respects)
- Entry payment details
- Demand Draft/Cheque
- Art pulls/CDs

Should be sent by courier to:

Pepper Creative Award Trust,
1st floor, 'Dreams', Surabhi Lane, K.P. Vallon
Road, Kadavanthara, Cochin - 682 020,
Tel: 98956 60000/98470 33646
98460 50589