



**pepper** AWARDS 2018

**CALL  
FOR  
ENTRIES**

# THE CATEGORIES

FMCG	Consumer Durables	Media	Real Estate	
Financial	Hospitality	Corporate Branding	CSR	
Cyber	Services	Entertainment	Medical	Tourism

## A PRINT

### A1.English

A1a.Newspaper  
A1b.Magazine

#### A1a.Newspaper:

A1a1.Single | A1a2.Campaign | A1a3.Colour | A1a4.B&W  
A1a5.Innovation | A1a6.Unpublished\*

#### A1b.Magazine:

A1a1.Single | A1a2.Campaign | A1a3.Colour | A1a4.B&W  
A1a5.Innovation | A1a6.Unpublished\*

### A2 Malayalam

A 2a.Newspaper  
A 2b.Magazine

#### A 2a.Newspaper:

A 2a1.Single | A 2a2.Campaign | A 2a3.Colour | A 2a4.B&W  
A 2a5.Innovation | A 2a6.Unpublished\*

#### A 2b.Magazine:

A 2b1.Single | A 2b2.Campaign | A 2b3.Colour | A 2b4.B&W  
A 2b5.Innovation | A 2b6.Unpublished\*

### A3 Tamil

A 3a.Newspaper  
A 3b.Magazine

#### A 3a.Newspaper:

A 3a1.Single | A 3a2.Campaign | A 3a3.Colour | A 3a4.B&W  
A 3a5.Innovation | A 3a6.Unpublished\*

#### A 3b.Magazine:

A 3b1.Single | A 3b2.Campaign | A 3b3.Colour | A 3b4.B&W  
A 3b5.Innovation | A 3b6.Unpublished\*

### A4 Kannada

A 4a.Newspaper  
A 4b.Magazine

#### A 4a.Newspaper:

A 4a1.Single | A 4a2.Campaign | A 4a3.Colour | A 4a4.B&W  
A 4a5.Innovation | A 4a6.Unpublished\*

#### A 4b.Magazine

A 4b1.Single | A 4b2.Campaign | A 4b3.Colour | A 4b4.B&W  
A 4b5.Innovation | A 4b6.Unpublished\*

### A5 Telugu

A 5a.Newspaper  
A 5b.Magazine

#### A 5a.Newspaper

A 5a1.Single | A 5a2.Campaign | A 5a3.Colour | A 5a4.B&W  
A 5a5.Innovation | A 5a6.Unpublished\*

#### A 5b.Magazine

A 5b1.Single | A 5b2.Campaign | A 5b3.Colour | A 5b4.B&W  
A 5b5.Innovation | A 5b6.Unpublished\*

**B  
FILM**

TVC - Single | TVC – Campaign | Corporate Film | Audio-visual Promos for TV progs/Cinema/Shorts/Music Videos  
Experimental | Unreleased\*

**C  
OOH**

Hoarding – Single | Hoarding – Campaign | Poster – Single  
Poster – Campaign | Banner | Ambient | Innovation | Unpublished\*

**D  
RADIO**

Radio spots – Single | Radio spots – Campaign  
Radio – Tracks/Jingles | Radio - Sound Design  
In-house program promos | RJ promotion

**E  
CYBER**

Corporate Websites | Brand Websites/microsites  
Branded Content (including video) | Branded Games  
Web Film Series | Web Film – Single | Films for Social Platforms  
TW/FB/YT/IN/WS | Social Media Campaign – Single Platform  
(incl: SnapChat) | Social Media Campaign – Multi Platform  
(TW/FB/YT/IN/WS) | App Design | eMailers | Infographics  
Innovative use of Social Media (TW/FB/YT/IN/WS/SC)  
Innovative use of new tech to create a new brand experience  
(augmented reality etc) | Innovative use of SEO  
Other Innovations

**F  
INTEGRATED**

Integrated Brand Campaign - Min: 5 pieces Min: 3 platforms

**G  
PHOTOGRAPHY**

Colour - Single | Campaign  
B/W - Single | Campaign | Unpublished\*

**H  
TYPOGRAPHY**

Use of typography across any medium.  
Print/Poster/Film/Packaging/Social Posts/Invites/Etc  
English | Malayalam | Tamil | Kannada | Telugu

**I  
COPYWRITING**

Print/Magazine – Under 100 words  
Single | Campaign  
Print/Magazine – Above 100 words  
Single | Campaign  
Brochures/Books/Etc  
Social Media Brand Posts etc

**J  
ART DIRECTION**

Print/Magazine - Colour  
Single | Campaign  
Print/Magazine - B&W  
Single | Campaign  
OOH | Hoardings | Posters | Annual Reports | Brochures  
Calendars | Digital | Social Media | BTL | Unpublished\*

**K  
ILLUSTRATION**

Print/Magazine - Colour  
Single | Campaign  
Print/Magazine - B&W  
Single | Campaign  
Hoardings | Posters | Digital | Annual Reports | Brochures  
Calendars | Retail (Packaging/Shopping Bags) | BTL  
Social Media | Unpublished\*

<b>L COLLATERALS</b>	Annual Reports   Corporate Brochures   Product Brochures Newsletters   Menu-card   Desk-top   POS
<b>M DIRECT MAILER</b>	Single Campaign (Can include calendars, gifts. etc)
<b>N DESIGN</b>	Logo   Corporate Identity   Packaging Design   In store Design Product Design   Digital   Social   App
<b>O PUBLIC SERVICE/CSR</b>	Press - Single   Campaign   Unpublished* Poster - Single   Campaign   Unpublished* Film - AV   Outdoor
<b>P FILM CRAFT</b>	Open only to film production houses, Authentication of creation by client and releasing media will be necessary. Entries can be entered in following sub-categories,  Direction   Cinematography   Editing   Music   Sound Design Animation   FX/VFX
<b>Q RADIO CRAFT</b>	Open to radio stations/production houses  Original music   Voice performance Event/programme promotion   RJ promotion
<b>R KERALA SPECIFIC#</b>	<p><b>JEWELLERY</b> Press - Single   Campaign TV Commercial   Radio   Outdoor</p> <p><b>REAL ESTATE</b> Press - Single   Campaign TV Commercial   Radio   Outdoor</p> <p><b>TEXTILE</b> Press - Single   Campaign TV Commercial   Radio   Outdoor</p> <p><b>HOSPITALITY</b> Press - Single   Campaign TV Commercial   Radio   Outdoor</p> <p><b>AYURVEDA</b> Press - Single   Campaign TV Commercial   Radio   Outdoor</p> <p><b>MEDIA</b> Press - Single   Campaign TV Commercial   Radio   Outdoor</p>

*\*No points will be considered for Unpublished*

*#No points will be considered for Kerala specific categories and for Agency of the year Award.*