



## **THE CATEGORIES**

### **PRINT**

Single/Campaign - Colour, B&W, Unpublished\*

### **AUDIO-VISUAL**

TVC- Single/Campaign, Corporate Film/Audio-visual, Promotional spot for TV programmes

### **OOH**

Hoarding-Single/Campaign, Poster, Banner, Ambient, Unpublished\*

### **RADIO**

Radio spots - Single/Campaign, In-house program promotion, RJ promotion

### **CYBER**

Brand Corporate Website, Brand Campaign Website/microsite, Brand film created for internet/video/youtube, Creative use of Social Media Digital, Innovative use of new technology to create a new brand experience (including augmented reality)

### **INTEGRATED**

Integrated Brand Campaign - Campaigns across every category can be entered subject to minimum of 5 pieces.

### **PHOTOGRAPHY**

Single/Campaign - Colour, B&W, Unpublished\*

### **COPYWRITING**

Single/Campaign

### **ART DIRECTION**

Single/Campaign - Colour, B&W, Unpublished\*

### **ILLUSTRATION**

Single/Campaign - Colour, B&W, Unpublished\*

### **COLLATERALS**

Annual report, Corporate brochure, Product brochure, Newsletter, Menu-card, Table-top, Dangler, Poster-Single/Campaign, Poster - Self Promotion, Poster - Unpublished\*

### **DIRECT MAILER**

Calender, DM-Single, DM-Campaign

### **DESIGN**

Logo, Corporate identity, Package Design, Product Design

## **PUBLIC SERVICE/CSR**

Press - Single/Campaign, Press - Unpublished\*, AV, Outdoor/Poster-Single/Campaign.

## **FILM CRAFT**

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, Original music score, Animation, Special effects.

## **RADIO CRAFT**

Open to radio stations/production houses, Original music score, Voice performance, Event/programme promotion, RJ promotion, CSR, Others.

## **KERALA SPECIFIC#**

### **JEWELLERY**

Press Single/Campaign, TV Commercial, Radio, Outdoor

### **REAL ESTATE**

Press Single/Campaign, TV Commercial, Radio, Outdoor

### **TEXTILE**

**Press Single/Campaign**, TV Commercial, Radio, Outdoor

### **HOSPITALITY**

Press Single/Campaign, TV Commercial, Radio, Outdoor

### **AYURVEDA**

Press Single/Campaign, TV Commercial, Radio, Outdoor

### **MEDIA**

Press Single/Campaign, TV Commercial, Radio, Outdoor

\*No points will be considered for Unpublished & Self-Promotion

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

**Rush in your entries to reach on or before Wednesday, 5th April 2017**



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

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