

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Unpublished*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:
A1b1.Single | A1b2.Campaign | A1b3.Colour | A1b4.B&W
A1b5.Innovation | A1b6.Unpublished*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Unpublished*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Unpublished*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Unpublished*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Unpublished*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Unpublished*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Unpublished*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Unpublished*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Unpublished*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Poster - Campaign | Banner | Ambient | Innovation | Unpublished*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 | eMallers | 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*

L COLLATERALS	Annual Reports Corporate Brochures Product Brochures Newsletters Menu-card Desk-top POS
M DIRECT MAILER	Single Campaign (Can include calendars, gifts, etc)
N DESIGN	Logo Corporate Identity Packaging Design In store Design Product Design Digital Social App
O PUBLIC SERVICE/CSR	Press - Single Campaign Unpublished* Poster - Single Campaign Unpublished* Film - AV Outdoor
P 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 Music Sound Design Animation FX/VFX
Q RADIO CRAFT	Open to radio stations/production houses Original music Voice performance Event/programme promotion RJ promotion
R KERALA SPECIFIC**	<p>JEWELLERY Press - Single Campaign TV Commercial Radio Outdoor</p> <p>REAL ESTATE Press - Single Campaign TV Commercial Radio Outdoor</p> <p>TEXTILE Press - Single Campaign TV Commercial Radio Outdoor</p> <p>HOSPITALITY Press - Single Campaign TV Commercial Radio Outdoor</p> <p>AYURVEDA Press - Single Campaign TV Commercial Radio Outdoor</p> <p>MEDIA 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.

• FOR MANY CENTURIES •

ROMANS, JEWS,
PERSIANS, DUTCH,
PORTUGUESE,
and the ENGLISH

..... *came to take it from us.*

AND NOW THE

TELUGUS,
KANNADIGAS,
AND TAMILIANS }

also want to take it from us.

.....



pepper
AWARDS
2019

CALL FOR ENTRIES