

KERALA SPECIFIC

SL NO CATEGORY

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| 1. | JEWELLERY | PRESS SINGLE / CAMPAIGN,
TV COMMERCIAL
RADIO
OUTDOOR |
| 2. | REAL ESTATE | PRESS SINGLE / CAMPAIGN,
TV COMMERCIAL
RADIO
OUTDOOR |
| 3. | TEXTILE | PRESS SINGLE / CAMPAIGN,
TV COMMERCIAL
RADIO
OUTDOOR |
| 4. | HOSPITALITY | PRESS SINGLE / CAMPAIGN,
TV COMMERCIAL
RADIO
OUTDOOR |
| 5. | AYURVEDA | PRESS SINGLE / CAMPAIGN,
TV COMMERCIAL
RADIO
OUTDOOR |
| 6. | MEDIA | PRESS SINGLE / CAMPAIGN,
TV COMMERCIAL
RADIO
OUTDOOR |

pepper
is greater
than
advertising. :)



pepper
AWARDS
2020

CALL FOR ENTRIES

**No points will be considered for Unpublished*

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

CATEGORIES

SL NO	CATEGORY					
1.	PRINT (ENGLISH)	SINGLE	B/W, COLOR	14.	INTEGRATED	BRAND CAMPAIGN
2.	-DO-	CAMPAIGN	B/W, COLOR			(MIN. 5 PCS, MIN. 3 PLATFORMS)
3.	PRINT (VERNACULAR)	SINGLE	B/W, COLOR	15.	PHOTOGRAPHY	B/W, COLOR
		MALAYALAM/TAMIL/ KANNANDA/TELUGU (ENGLISH TRANSLATION COMPULSORY)		16.	TYPOGRAPHY	USE OF TYPOGRAPHY ACROSS ANY MEDIUM, PRINT, POSTER, FILM, PACKAGING, SOCIAL POSTS, INVITES ETC - ALL 4 LANGUAGES
4.	- DO-	CAMPAIGN	B/W, COLOR - DO -	17.	COPY WRITING	PRINT / BROCHURE / SOCIAL MEDIA
5.	PRINT INNOVATION	SINGLE	B/W, COLOR	18.	ART DIRECTION	PRINT/POSTER/ANNUAL REPORT/ BROCHURE/ CALENDAR/ DIGITAL/OOH/ UNPUBLISHED
6.	- DO -	CAMPAIGN	- DO-	19.	ILLUSTRATION	PRINT/OOH/HOARDING/POSTERS/ DIGITAL/BROCHURE/CALENDAR/RETAIL/ PACKAGING/UNPUBLISHED
7.	PRINT UNPUBLISHED	SINGLE	NO POINTS WILL BE AWARDED FOR THIS CATEGORY			
8.	- DO -	CAMPAIGN	- DO -	20.	COLLATERALS	ANNUAL REPORT/.BROCHURE/MENU CARD/ POS/DESKTOP CALENDAR/CALENDAR/ NEWSLETTER
9.	FILM	SINGLE/CAMPAIGN/ CORPORATE FILM/ AV FOR TV PROGRAMMES		21.	DIRECT MAILERS	SINGLE & CAMPAIGN (CAN INCLUDE CALENDARS , GIFTS ETC)
10.	FILM	UNRELEASED		22.	DESIGN	LOGO, CORPORATE IDENTITY, PACKAGING, INSTORE, PRODUCT, DIGITAL, SOCIAL, APP
11.	OOH	HOARDING (SINGLE & CAMPAIGN), POSTER (SINGLE & CAMPAIGN), AMBIENT, INNOVATION, UNPUBLISHED*		23.	PUBLIC SERVICE / CSR	PRINT / POSTER / FILM/ UNPUBLISHED
12.	RADIO	SPOT SINGLE & CAMPAIGN, SOUND DESIGN, IN HOUSE PROGRAM PROMOS RJ PROMOTION		24.	FILM CRAFT	OPEN ONLY TO PRODUCTION HOUSES, AUTHENTICATION OF CREATION BY CLIENT AND RELEASING MEDIA WILL BE NECESSARY. ENTRIES CAN BE SUBMITTED IN THE FOLLOWING SUB CATEGORIES - DIRECTION, CINEMATOGRAPHY, EDITING, MUSIC, SOUND DESIGN, ANIMATION, FX/VFX
13.	CYBER/DIGITAL	WEBSITE BRANDED CONTENT (INCLUDING VIDEO) WEB FILM SERIES SOCIAL MEDIA CAMPAIGN APP DESIGN INFORGRAPHICS INNOVATIVE USE OF SOCIAL MEDIA		25.	RADIO CRAFT	OPEN TO RADIO STATIONS/ PRODUCTION HOUSES - ORIGINAL MUSIC, VOICE PERFORMANCE, EVENT, PROGRAMME PROMOTION, RJ PROMOTION.