

The long, long, long wait is finally over. We are now more than pleased to announce Call of Entries for the 14th edition of Pepper Awards. It promises to be a bigger, better, and brighter celebration than ever before. And all of us deserve this very much.

From a very humble beginning of being just a state-level event, Pepper has now grown to become the biggest and most sought after creative awards show in South India. Started 14 years ago to establish a platform on par with national awards, Pepper continues to be regarded as the most professionally run and credible advertising awards event in the South of India, and Kerala in particular.

As usual, Pepper 2021 will also have the attention and service of yet another strong nationally accomplished jury. Santosh Padhi, Burzin Mehta, Raj Kamble, George Kovoov, and Prathap Suthan.

For the first time ever, and in keeping with the times, we will be moving online – both for entering your work and judging. We will be open for entries till 27th September 2021. Entries will be accepted for work done across the last 2 years. From Jan 2019 - Dec 2019, and Jan 2020 - Dec 2020.

Final round of judging, depending on the Covid protocol prevailing at that point of time, will be offline. Our award function will be tentatively in November 2021 depending on the Covid protocol prevailing at that point of time.

All the information you need, criteria, categories (including new digital categories), entry fees, etc. will be on our website - pepperawards.com. Welcome to Pepper 2021, and we hope that we will only have the brightest of days ahead of us.

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 Winning entries in unpublished category will receive only certificates.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 which wins the maximum number of points in the open category will be presented with the Agency of the Year Award.

The agency with the maximum number of points in the open category in Chennai Bengaluru, Kerala will be recognized as Best Agency of Chennai, Bengaluru and Kerala respectively.

Advertiser of the Year Award: The Advertiser with the maximum number of points in the open category will be presented with the Advertiser of the Year Award.

(Points won in Kerala specific category will not be counted for both Agency and Advertiser of the Year Awards).

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)

ENTRY DEADLINE

27th September 2021, 5pm.

All material, documentation should be submitted online at www.pepperawards.com and payment must be received at the office of Pepper Creative Awards Trust, 1st Floor, 'Dreams', Surabhi Lane, K.P. Vallon Road, Kadavanthara, Cochin - 682 020 not later than this date.

Note: As the actual copy / copies of printed brochure / menu / calendar / direct mailers / coffee table books / packaging / gifts / site photography of hoardings / logo proof is/are required for the final round of judging, the same should be submitted at the Pepper Creative Trust Office (before 5pm, 20th October, 2021)

Log on to pepper.awardor.com
for registration and uploading the entries.

For the first time, entries and judging will be online

Pepper Awards 2021 will have entry submissions online. The first 2 rounds of judging will also be online. Final round of judging will be offline especially for categories like DM, packaging, coffee table book or any 3-D material.

JUDGING

The Jury will consist of a minimum of 3 judges. The jury will be given an independent digital platform where they will shortlist the entries online. The final judging will be offline, where the jury will get an open platform to debate and deliberate on the shortlisted entries as well as categories like DM, packaging etc. and will finally arrive at their decisions.

ENTRY FORMAT

PRESS: Jpeg format only. The supported file size is between 750KB to 2 MB. Image Size needs to be at least 1024x576 and the text has to be completely readable. For language entries, please submit the entries in the original language in which they were created, along with a translation in English.

TELEVISION: MP4 format is supported. The file size should not exceed 100MB. Entries in regional languages should be submitted with English subtitles.

RADIO: MP3 format. Entries in regional languages should be accompanied by the script in English.

OUTDOOR / AMBIENT / EXPERIENTIAL: Jpeg or PDF format. The supported file size is between 750KB to 10 MB. Image Size needs to be at least 1024x576 and the text has to be completely readable. For language entries, please submit the entries in the original language in which they were created, along with a translation in English.

DIRECT MARKETING: Jpeg format only. The supported file size is between 750KB to 10 MB. Image Size needs to be at least 1024x576 and the text has to be completely readable. For language entries, please submit the entries in the original language in which they were created, along with a translation in English.

INTERACTIVE: Enter the URL in the online entry form.

FEES

The entry fee of Rs.3000 (Rupees Three thousand only) is applicable for each piece of creative work entered. If there is more than one piece, enter as new entry. In the case of a campaign (maximum of 3 pieces) the fee is Rs. 6000 (Rupees Six thousand only) and for integrated campaign of 5 pieces, the fee is Rs. 9000 (Rupees Nine thousand only)

For Kerala specific categories, the entry fee applicable is Rs. 2000 (Rupees Two thousand only) for each piece of creative work entered.

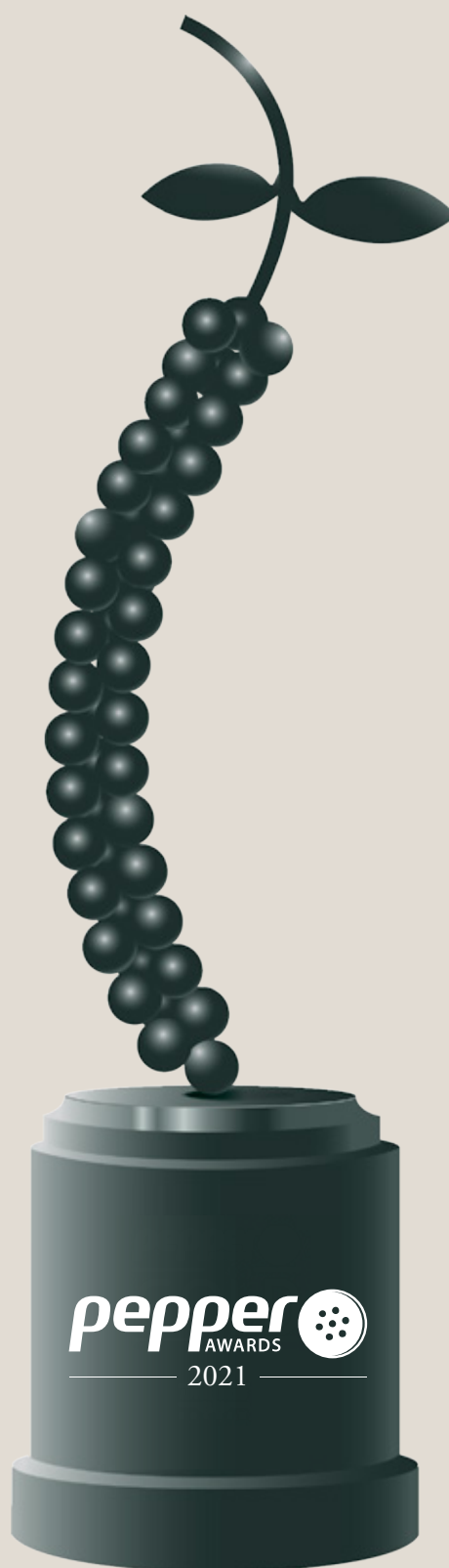
The fee is payable by Cheque/Demand Draft or NEFT/RTGS transfer to: Pepper Creative Awards Trust, Cochin, payable at Kochi.

Online transfers should be made to:

Pepper Creative Awards Trust
BANK : FEDERAL BANK
BRANCH : PANAMPILLY NAGAR
A/C NO : 13160200017173
IFSC : FDRL0001316

(Add 18% GST while making the payment).

NOTE : Entries received before 15th September 2021 will be eligible for a flat 25% discount on the entry fee.



PAYMENTS

All payments must be accompanied by system generated proforma invoice which will be received by the entrant during the time of submitting the entries online. Entries with no or inadequate payment will not be accepted. There shall be no refunds for any reasons.

LEGAL

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

Pepper Creative Awards Trust will do a verification for all works entered if required. The entrant also grants permission to Pepper Creative Awards Trust to show, copy or play the entries at such times as the Trust deems appropriate. The Pepper Creative Awards 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 & REGULATIONS

All entries must have been published or displayed for the first time between 1 January, 2019 and 31 December, 2020 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 authorization signed by an authorized signatory of client will only be entertained.

The Pepper Creative Awards 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, Tamil Nadu, Andhra Pradesh, Telangana 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 service categories. The Pepper Creative Awards 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.

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

MATERIAL & DOCUMENTS

a) All vernacular creatives should have English translation and should be added in translation section in the online entry form.

b) The Demand Draft/Cheque along with a copy of system generated proforma invoice should be sent by courier to:

Pepper Creative Awards Trust, 1st Floor, 'Dreams', Surabhi Lane, K.P. Vallon Road, Kadavanthara, Cochin - 682 020, Ph: 0484 4026067, 98460 50589

JURY



Prathap Suthan
Co-founder & CCO,
Bang In The Middle



Raj Kamble
Founder & CCO,
Famous Innovations



Santosh Padhi
CCO & Founder
Taproot Dentsu, Mumbai



Burzin Mehta
National Creative Director,
Indigo Consulting, Mumbai



George Kovoov
Group Creative Director
Ogilvy South, Mumbai

Technology partner **awardor**



2021

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