

CATEGORIES

SL NO	CATEGORY		
1.	PRINT (ENGLISH)	SINGLE	B/W, COLOR
2.	-DO-	CAMPAIGN	B/W, COLOR
3.	PRINT (VERNACULAR)	SINGLE MALAYALAM/TAMIL/ KANNADA/TELUGU (ENGLISH TRANSLATION COMPULSORY)	B/W, COLOR
4.	- DO-	CAMPAIGN	B/W, COLOR - DO -
5.	PRINT INNOVATION	SINGLE	B/W, COLOR
6.	- DO -	CAMPAIGN	- DO-
7.	PRINT UNPUBLISHED	SINGLE	NO POINTS WILL BE AWARDED FOR THIS CATEGORY
8.	- DO -	CAMPAIGN	- DO -
9.	FILM	SINGLE/CAMPAIGN/ CORPORATE FILM/ AV FOR TV PROGRAMMES	
10.	FILM	UNRELEASED	
11.	OOH	HOARDING (SINGLE & CAMPAIGN), POSTER (SINGLE & CAMPAIGN), AMBIENT, INNOVATION, UNPUBLISHED*	
12.	RADIO	SPOT SINGLE & CAMPAIGN, SOUND DESIGN, IN HOUSE PROGRAM PROMOS RJ PROMOTION	
13.	CYBER/DIGITAL NEW MEDIA	DATA, TECHNOLOGY, E COMMERCE, GAMING	
	SOCIAL MEDIA	CAMPAIGN, SINGLE POST, USE OF INFLUENCER	
	DIGITAL CRAFT	COPY, DESIGN, VIDEO	

14. INTEGRATED BRAND CAMPAIGN
(MIN. 5 PCS, MIN. 3 PLATFORMS)
15. PHOTOGRAPHY B/W, COLOR
16. TYPOGRAPHY USE OF TYPOGRAPHY ACROSS ANY MEDIUM,
PRINT, POSTER, FILM, PACKAGING, SOCIAL
POSTS, INVITES ETC - ALL 4 LANGUAGES
17. COPY WRITING PRINT / BROCHURE / SOCIAL MEDIA
18. ART DIRECTION PRINT/POSTER/ANNUAL REPORT/ BROCHURE/
CALENDAR/ DIGITAL/OOH/ UNPUBLISHED
19. ILLUSTRATION PRINT/OOH/HOARDING/POSTERS/
DIGITAL/BROCHURE/CALENDAR/RETAIL/
PACKAGING/UNPUBLISHED
20. COLLATERALS ANNUAL REPORT/,BROCHURE/MENU CARD/
POS/DESKTOP CALENDAR/CALENDAR/
NEWSLETTER
21. DIRECT MAILERS SINGLE & CAMPAIGN
(CAN INCLUDE CALENDARS , GIFTS ETC)
22. DESIGN LOGO, CORPORATE IDENTITY, PACKAGING,
INSTORE, PRODUCT, DIGITAL, SOCIAL, APP
23. PUBLIC SERVICE / CSR PRINT / POSTER / FILM/ UNPUBLISHED
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
25. RADIO CRAFT OPEN TO RADIO STATIONS/ PRODUCTION
HOUSES - ORIGINAL MUSIC, VOICE
PERFORMANCE, EVENT, PROGRAMME
PROMOTION, RJ PROMOTION.

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 |

*No points will be considered for Unpublished

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