



**MAKE
YOUR
MARK
WITH A
PEPPER
METAL!**

CATEGORIES

AWARD PROGRAMME: NATIONAL

FOR WORK RELEASED ACROSS MULTIPLE INDIAN STATES, OR PAN-INDIA

Pricing: Single Entries @ INR 3,000 + 18% GST
Campaign Entries @ INR 6,000 + 18% GST (Upto 3 assets)
Integrated Entries @ INR 9,000 + 18% GST (Upto 5 assets)

AWARD PROGRAMME: KERALA

FOR WORK PRODUCED AND RELEASED ONLY IN KERALA.

Pricing: Single Entries @ INR 2,000 + 18% GST
Campaign Entries @ INR 4,000 + 18% GST
Integrated Entries @ INR 6,000 + 18% GST

DISCIPLINES IN PROGRAMMES (KERALA & NATIONAL)

1. PRINT

Print / Press: Single / Campaign

2. FILM

Film: Under 60 Seconds – Single
Film: 60 Seconds & Above – Single
Film: Campaign - Campaign

3. RADIO & AUDIO

- Radio & Audio Spots – Single / Campaign
- Radio & Audio – Innovative Use Of Radio Or Audio – Single / Campaign
- Radio & Audio Craft: Casting & Performance – Single / Campaign
- Radio & Audio Craft: Direction – Single / Campaign
- Radio & Audio Craft: Editing – Single / Campaign
- Radio & Audio Craft: Scripts / Writing – Single / Campaign
- Radio & Audio Craft: Sound Design – Single / Campaign
- Radio & Audio Craft: Technology – Single / Campaign
- Radio & Audio Craft: Use Of Music – Single / Campaign

4. OUT OF HOME

- Out Of Home: Posters – Single / Campaign
- Out Of Home: Billboards – Single / Campaign
- Out Of Home: Ambient & Point Of Purchase – Single / Campaign

5. INTEGRATED

- Integrated Campaign – Upto 5 Assets

6. DESIGN

- Design: Corporate / Brand Identity – Single / Campaign
- Design: Stationery – Single / Campaign
- Design: Brochures, Catalogues & Annual Reports – Single / Campaign
- Design: Mailers – Single / Campaign
- Design: Posters – Single / Campaign
- Design: Publications – Single / Campaign
- Design: Calendars – Single / Campaign
- Design: Packaging – Single / Campaign
- Design: Environmental Design – Single / Campaign
- Design: Integrated Design Campaign – Upto 5 Assets



7. PRINT & DESIGN CRAFT

Print & Design Craft: Art Direction – Single / Campaign
Print & Design Craft: Copywriting – Single / Campaign
Print & Design Craft: Illustration – Single / Campaign
Print & Design Craft: Photography – Single / Campaign
Print & Design Craft: Typography – Single / Campaign

8. DIGITAL

Digital: Branded Content For Content Platforms & OTTs – Single / Campaign
Digital: Games – Single / Campaign
Digital: Moment Marketing – Single / Campaign
Digital: Websites / Microsites / Metaverse – Single / Campaign
Digital: Online Films: 0 to 15 Seconds – Single
Digital: Online Films: 15 to 30 Seconds – Single
Digital: Online Films: 30 to 60 Seconds – Single
Digital: Online Films: Over 60 Seconds – Single
Digital: Online Films: Campaign – Campaign
Digital: Social Media: Posts & Channels – Single / Campaign
Digital: Social Media: Co-Creation / Crowdsourcing / Community Building –Single / Campaign
Digital: Social Media: Tools & Applications – Single / Campaign
Digital: Social Media: Livestreams / Real-Time Engagement – Single / Campaign
Digital: Social Media: Integrated Social Media Campaign

9. VIDEO CRAFT

Video Craft: Animation – Single / Campaign

Video Craft: Casting – Single / Campaign

Video Craft: Cinematography – Single / Campaign

Video Craft: Direction – Single / Campaign

Video Craft: Editing – Single / Campaign

Video Craft: Music – Single / Campaign

Video Craft: Special Effects – Single / Campaign

Video Craft: Sound Design – Single / Campaign

VERTICAL MARKETS / INDUSTRIES

1. A. FMCG: Foods
B. FMCG: Beverages
C. FMCG: Personal Care, Healthcare & Others
D. FMCG: Home Care, Household Products & Maintenance
2. A. Consumer Durables: Household Appliances
B. Consumer Durables: Business Appliances
C. Consumer Durables: Automotive Products & Services
D. Consumer Durables: Telecom Products & Services
3. Financial Services
4. Business & Home Services
5. Travel, Leisure & Hospitality
6. Healthcare Services
7. Real Estate and Property Development
8. A. Retail: Offline retail (Fashion, Jewellery, Textile, MBO etc.)
B. Retail: E-Commerce / Online Retail
C. Retail: Quick Commerce / M-Commerce
8. Corporate, Media, Entertainment & Others
9. Public Service

JURY



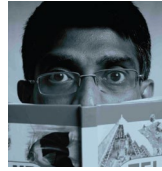
Senthil Kumar
Chief Creative Officer
VML India



Jonoo Simon
CEO & Chief Creative Officer
Brave New World



Manish Bhatt
Founder Director
Scarecrow M&C Saatchi



Niranjan Natarajan
Founder Creative Director
Why Axis Advertising L.L.P



Chockalingam S
Co-founder / Director
OPN Advertising



Sanket Audhi
Creative & Founding Member
Talented



Teresa Sebastian
Creative & Founding Member
Talented



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