

JURY



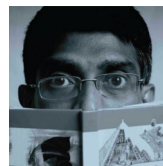
Senthil Kumar
Chief Creative Officer
VML India



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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Pepper Creative Awards Trust,
1st floor, 'Dreams', Surabhi Lane, Vallon Road,
Kadavanthara, Cochin - 682 020,
Phone: 0484 4026067
Email: peppertrustcochin@gmail.com

Pepperrrrr...
It's back,
trumpeting triumph and glory.



Call for entries.
Now open.

For more details, log on to:
www.pepperawards.com

AWARDS

The awards to be given are Gold, Silver and Bronze in each category to entries judged to be deserving of this honour. Shortlisted/finalist/unpublished entries will not get certificates from this year.

Agency of the Year : The agency with the maximum number of points will qualify for the Agency Of The Year Award. Points earned in the Kerala category will not be considered for the Agency Of The Year Award.

Advertiser of the Year : The advertiser with the maximum number of points will be presented with the Advertiser of the year award.

ENTRY DEADLINE :
Monday, 30th September 2024, 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.

Award Ceremony

DECEMBER 2024

Taj Vivanta, Marine Drive, Kochi, Kerala



www.pepperawards.com

ALL ENTRIES TO BE SENT ONLINE

Pepper Awards 2024 will have entry submissions online. First round of judging will be done online and final round judging will be offline with Grand Jury especially for categories like DM, packaging, calendar, coffee table book or any other 3-D material.

JUDGING

Each 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 750 KB 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 100 MB. 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 750 KB 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. In the case of a campaign (maximum 3 pieces) the fee is Rs. 4000 (Rupees Four thousand only) and for integrated campaign of 5 pieces, the fee is Rs. 6000 (Rupees Six thousand only). 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).

PAYMENT

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.

LEGAL

All entries will become the property of Pepper Creative Award Trust and will not be returned. Pepper Creative Award Trust will do a verification for all work entered if required. The entrant also grants permission to Pepper Creative Award Trust 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 & REGULATION

All entries must have been published or displayed for the first time between 1st April, 2023 and 31st March, 2024 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:

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Cochin - 682 020, Mob: 7559950909
Tel: 0484-4026067

