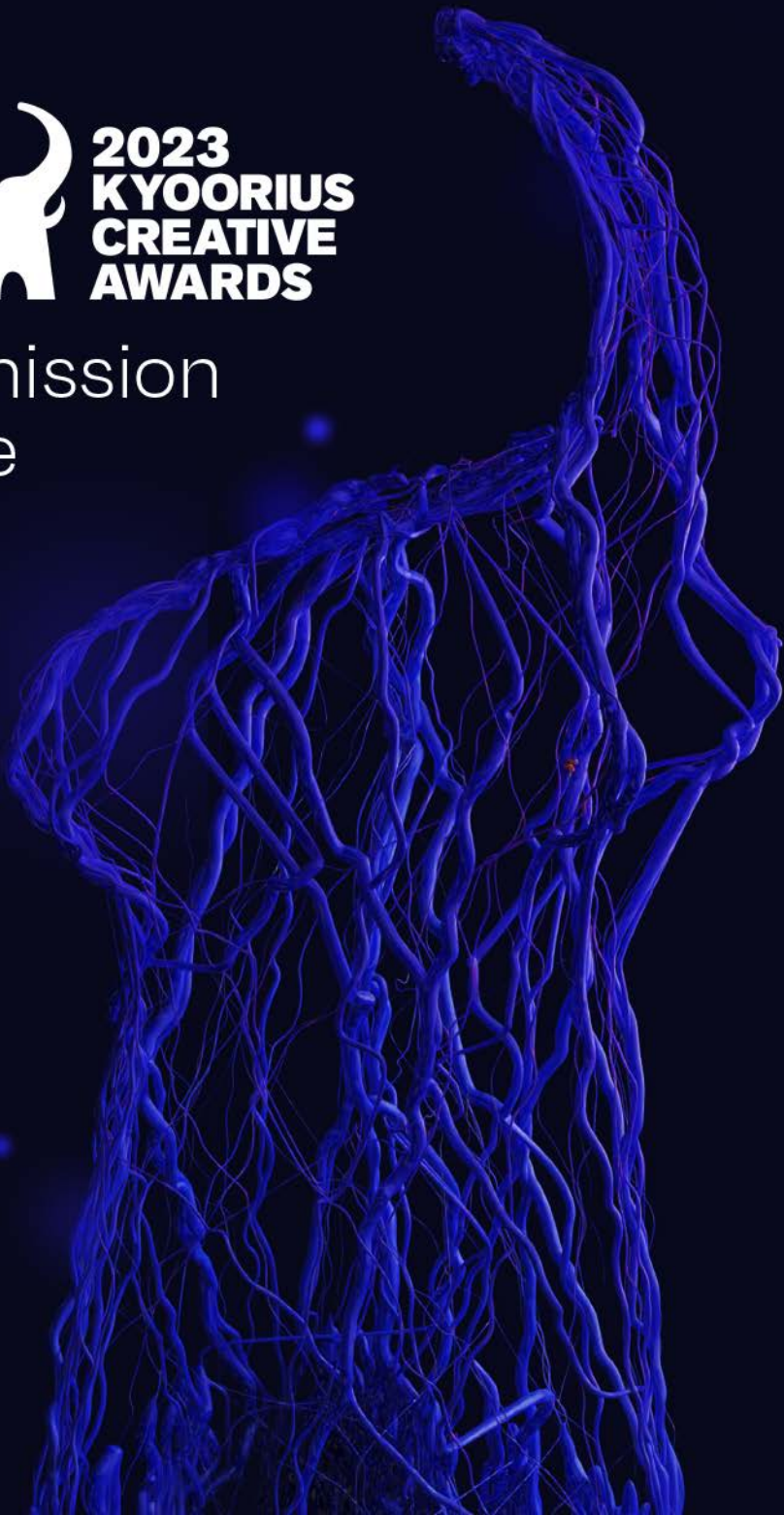




**2023
KYOORIUS
CREATIVE
AWARDS**

Submission Guide



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Zee Equality Award 46
Presented By
Indian Creative Women



IMPORTANT DATES

Final Deadline

All entries must be submitted by
30 April 2023.

Payment

All payments must reach
Kyoorius within 7 days of the
date on your invoice.

Judging

Judging will commence on
5 May and end on 19 May.

In-Book Winners

In-Book winners will be
revealed in the last week of
May 2023.

Kyoorius Creative Awards Night

Blue and Black Elephant winners
will be revealed and awarded at
the **Kyoorius Creative Awards
Night on 2 June 2023.**



ABOUT

Kyoorius Creative Awards

Ethically and with the highest standards, the Kyoorius Creative Awards recognise, honour and award the most outstanding design work in the Indian visual communications sphere.

Kyoorius Creative Awards are presented by ZEE with an aim to create a truly neutral and transparent platform to reward the best in Indian advertising, media and digital creativity.

The Awards have a comprehensive list of categories, structured to recognise individual components as well as entire projects that exist across multiple platforms and channels.

A specialist jury, consisting of the top design professionals from across the world, is selected to judge all submitted entries.

Kyoorius

Since 2006, Kyoorius has upheld the creative community in India through a range of activities, events, and programmes that inform, inspire and stimulate.

Kyoorius is a platform that aims to celebrate, evangelise, and recognise all aspects of creative communication, design and marketing.

It seeks to partner, empower and sustain the creative industry in India, and to ultimately, help secure its rightful place in shaping the growth of the country.



ELIGIBILITY & RULES

Dates

All work must be published or commercially released for the first time between **January 1, 2022 – March 31, 2023**

“Commercially Released” means the work appeared in a form of mass media exposed to a substantial audience.

Requirements

- Entries must be submitted by industry professionals only.
- One-time advertisements or pieces of work are eligible, as long as you submit a client contact name, phone number and email address with the entry. This information will be used to verify the ad / work if it is questioned during the judging process.
- Executive Approval Form: All entries must be submitted with signed approval from an executive of the entering agency (CCO, ECD or equivalent) to verify that all work entered is authentic, approved by the client, submitted as aired or displayed, and is within the spirit of the rules.
*Note: This required form will be automatically generated once you submit payment and complete your entries.

Submission Restrictions

- Please refer to individual category requirements for specific category regulations.
- The exact same piece in different executions may NOT be entered into the same category.
- The exact same piece may NOT be entered into different Vertical Markets.
- Work produced on behalf of Kyoorius and its programming, including the Kyoorius Creative Awards, Kyoorius Design Awards, Kyoorius Young Blood Awards, Kyoorius Designyatra, etc. is not eligible.

Language Restrictions

- The Kyoorius Creative Awards celebrate and recognise work published or released in English and any Indian regional language.
- English translations are required for all work. These can be included in the 'Translation' section when creating your entry online.
- Video Entries: For video entries in non-English languages, please provide English subtitles.



Non-Compliance

Kyoorius reserves the right to review all entries questioned during the judging process. Not complying with the rules and/or attempting to enter fraudulent work will result in the following:

- An agency, the regional office of an agency network, or the independent agency that enters an ad made for non-existent clients, or made and run without a client's approval, will be banned from entering the Kyoorius Creative Awards for 5 years.
- The team credited on the fake work will be banned from entering the Kyoorius Creative Awards for 5 years.
- An agency, the regional office of an agency network, or the independent agency that enters work that has run once, on late night TV, or has only run because the agency produced a single piece of work and paid to run it themselves, will be banned from entering the Kyoorius Creative Awards for 3 years.*

***Note:** Kyoorius reserves the right to review 'late-night, ran once and launch versions', at discretion. If it is determined that the work was created expressly for award show entry, the penalty will hold.

Terms & Conditions

All entries become the property of Kyoorius Communications Pvt. Ltd. and will not be returned.

Kyoorius will require proof of publication for all entries, and has the right to request additional proof of initial publication and/or air date to be submitted within 15 days of the request.

The entrant also grants permission to Kyoorius to show, copy or play the entries at times as Kyoorius deems appropriate. If any media publishing or broadcast house shall agree to telecast a news or other program relating to the Kyoorius Creative Awards, the entrant further agrees to obtain any permissions and to absorb talent or other residual charges incurred by inclusion of his or her entry in the program, if required. All entries are subject to the rules of the Kyoorius Creative Awards. Decisions of judges on all matters during judging, including qualifications and categories, are final.

Any and all disputes will be decided by the Kyoorius Board of Directors. Kyoorius reserves the right to disqualify work that it finds to be fatally compromised.



AWARDS & JUDGING CRITERIA

In-Book Winner

An In-Book is recognised as cutting edge, stellar work that sits at a higher notch than the mass of advertising, design, marketing communications or visual communications work seen by one and all. In-Book winners receive a Baby Elephant trophy, and are featured in the Kyoorius Awards Annual.

Blue Elephant

The Blue Elephant is recognised as a symbol of the very highest creative or design achievement. All winners receive the Blue Elephant trophy, are showcased in the Kyoorius Awards Annual, and are eligible to use the Blue Elephant mark for publicising their work.

Black Elephant

The Black Elephant is recognised as work that is the best of the entire show, regardless of disciplines and categories. A rare and most prestigious achievement, the winner receives the most coveted Black Elephant trophy, is showcased in the Kyoorius Awards Annual, and is eligible to use the Black Elephant mark for publicising the work.

Judging Criteria

All Awards by Kyoorius follow a comprehensive multiple-round judging process, where jurors base their decisions on three criteria, reviewing if the entry is :

- features an original and inspiring idea / concept / use of principle
- well-executed
- relevant to context

In the categories relating to craft, work is judged first on the strength of the craft, then on how it contributes to the success of the idea.

All decisions pertaining to judging and winning are solely the responsibility and onus of the jury.



GLOSSARY OF TERMS

Category Structure

- Discipline: The various classifications of work under 'which entries may be submitted. (e.g. Print, Film, Branded Content, Social Media, etc.)
- Category: The specific media or platform type.
- Subcategory: The most specific detail of your entry category selection. Multiple Subcategories may be listed within a Category.

Entries

- Single: A single piece of work that may or may not be part of a campaign.
- Campaign: Three to five pieces (elements) of work that are part of the same campaign.
***Note:** Two pieces (elements) must be entered as two Single entries; they do not count as a Campaign.
- Completed Entries: After submitting payment in the entry process, your entries are considered "Completed." Entries that are not completed still exist on your "Review Entries" page, but will not be eligible for judging until completed.

Payment

- Proforma Invoice: This is a documentation of the financial summary of your entries. This will only include the entries for which you have submitted payment in the entry process.
- Invoice: The formal tax invoice will be prepared and shared by the Kyoorius team within a week of the Proforma Invoice being generated.
- Offline Payment: Payment by Cheque, or NTGS / REFT Transfer are accepted as Offline Payment.
- Online Payment: Payment by Online Credit Card (Mastercard & Visa) is accepted. Your credit card information will be encrypted and processed via our online payment gateway so your privacy is protected.

Kyoorius WILL NOT STORE your information for any reason.



GLOSSARY OF TERMS

Submission Media

This refers to the material and content that the jury will be reviewing. This can include videos, audio files, URLs or PDFs.

Element

This refers to how many pieces were part of your campaign. i.e. 4 posters count as 4 elements, 3 posters count as 3 elements.

***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

Media

Media includes videos, audio files, URLs or PDFs.

***Note:** Reference Images are considered as Media, but not Submission Media.

Reference Images

All entries require high resolution digital images. Only images for entries submitted in categories listed as judging digital images will be judged by the jury.

Content Video

A video with content as it originally aired. Content Videos contain no extraneous information and should not include background, explanation or results.

Case Study Video

A video that provides an explanation of the project. It should focus on the idea of the project and its creative execution. These videos may also include cultural background, explanation and results. Case Study videos cannot be more than 120 seconds long in duration.

Image

A digital image that provides an explanation of the project. It should focus on the idea of the project and its creative execution. The image may also include cultural background, explanation and results. Content Images contain no extraneous information and should not include background, explanation or results.



ENTERING

Enter using the judging system for the 2023 Kyoorius Creative Awards on

<https://awards.kyoorius.com>

Information Requirements

All entries require information on the project. Below is the information that is required for all entries, regardless of category.

***Note:** Optional fields are noted as such.

General Project Information

- Client Company: Who was the client on the project?
- Client URL: Client's website (optional)
- Entry Title: Name your entry appropriately.
- Long Description: Describe your project in 200 words or less; the jury will see this.
- Translation: A translation to English is required for all entries which are not originally in English

Credits

- Company: Which companies worked on this project?
***Note:** See glossary of terms for clarification
- Individual: Which individuals contributed to this project?

Media

Judging media is determined by the category. However, each entry is required to include reference images and a thumbnail. The jury will see this thumbnail for reference only during judging.



PAYMENT

All payments must be made in Indian Rupees. All offline payments must reach Kyoorius within 15 days after the date on your Proforma Invoice.

Online Payment

Online payments are accepted via credit card or debit card. Mastercard and Visa credit and debit cards are accepted via VeriSign Secure Online Payment Gateway.

Offline Payment

- Cheque: For the total amount of fees, cheques must be made payable to: Kyoorius Communications Pvt. Ltd.
***Note:** All cheques must be drawn on an Indian bank, and payable in Indian rupees.
- NTGS / REFT Transfer: Entrants may arrange for payment via net-banking or NTGS / REFT transfer. Account details will be given during the payment process.

All entry fees are non-refundable and non-transferable. Whether you select online or offline payment, you are committing to pay for your entries in full.

PRICING

Phase I -
14 Feb – 12 March
INR 10,000 + GST

Phase II –
13 March – 14 April
INR 13,000 + GST

Phase III –
15 April – 30 April
INR 16,000 + GST



CATEGORIES

**KYOORIUS
CREATIVE
AWARDS**



AWARDS BY
kyoorius

PRESS

Press Advertising

Advertising that has appeared in a newspaper, magazine or other published book.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Topical Press Advertising

Advertising that appears in newspapers or magazines or other publications and uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Innovation In Press Advertising

Advertising that innovates existing tools or new technologies to push the boundaries of press advertising or the print medium.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

OUTDOOR

Posters

Advertising posters that have appeared at an out-of-home site.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Traditional Billboards

Advertising that has appeared on a traditional billboard.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Digital Billboards

Advertising that has appeared on a digital billboard.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Ambient & Point Of Purchase

Advertising that has appeared at the point of purchase, or is an example of a non-traditional out-of-home ad.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Topical Posters & Outdoor Advertising

Advertising that appears on a traditional or non-traditional out-of-home site and uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Innovation In Outdoor Advertising

Advertising that innovates existing tools or new technologies to push the boundaries of out-of-home advertising or the outdoor medium.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

DIRECT

Press, Poster, Mailers & Printed Material

Advertising published in a newspaper, magazine or book, or a poster, mailer or other printed material that drives a specific 'call to action' and is targeted to a specific audience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Out Of Home & Ambient

Traditional or non-traditional, out-of-home communication that drives a specific 'call to action' or is targeted to a specific audience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Radio & Audio

Audio-only advertising that drives a specific 'call to action' or is targeted to a specific audience.

Submission Media: Audio / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Targeted Video

Advertising promotional film that drives a specific 'call to action' or is targeted to a specific audience.

Submission Media: Content AV / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Experiential & Activations

Experiences or activations that drive a specific 'call to action' and target a specific audience.

Submission Media: Image / Content AV / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Digital & Online

Digital advertising that drives a specific 'call to action' and targets a specific audience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Innovation In Direct Marketing

Advertising that innovates existing tools or new technologies to push the boundaries of direct marketing and activations that drive a specific 'call to action' or targets a specific audience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



INDUSTRY CRAFT

Art Direction:

Press

Advertising that has appeared in a newspaper, magazine or other published book, where the art direction brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Art Direction:

Billboards & Posters

Advertising or posters that have appeared on a traditional billboard where the art direction brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Art Direction:

Ambient, POP, Mailers & Physical Items

Traditional or non-traditional, out-of-home communication where the art direction brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Copywriting:

Press

Advertising that has appeared in a newspaper, magazine or other published book, where the copywriting brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Copywriting:

Billboards & Posters

Advertising or posters that has appeared on a traditional billboard where the copywriting brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Copywriting:

Ambient, POP, Mailers & Physical Items

Traditional or non-traditional, out-of-home communication where the copywriting brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Copywriting:

Press

Advertising that has appeared in a newspaper, magazine or other published book, where the copywriting brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Copywriting:

Billboards & Posters

Advertising or posters that has appeared on a traditional billboard where the copywriting brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Copywriting:

Ambient, POP, Mailers & Physical Items

Traditional or non-traditional, out-of-home communication where the copywriting brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Illustration:

Press

Advertising that has appeared in a newspaper, magazine or other published book, where the illustration brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Illustration:

Billboards & Posters

Advertising or posters that has appeared on a traditional billboard where the illustration brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Illustration:

Ambient, POP, Mailers & Physical Items

Traditional or non-traditional, out-of-home communication where the illustration brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Photography:

Press

Advertising that has appeared in a newspaper, magazine or other published book, where the photography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Photography:

Billboards & Posters

Advertising or posters that has appeared on a traditional billboard where the photography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Photography:

Ambient, POP, Mailers & Physical Items

Traditional or non-traditional, out-of-home communication where the photography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Typography:

Press

Advertising that has appeared in a newspaper, magazine or other published book, where the typography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Typography:

Billboards & Posters

Advertising or posters that has appeared on a traditional billboard where the typography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Typography:

Ambient, POP, Mailers & Physical Items

Traditional or non-traditional, out-of-home communication where the typography brings the creative idea to life.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

RADIO & AUDIO

Radio & Audio Spots:

01 to 30 Seconds

A single audio-only ad with a duration up to 30 seconds.

Submission Media: Audio

Elements Required: 1 (Single)

Radio & Audio Spots:

30 to 60 Seconds

A single audio-only ad with a duration between 30 and up to 60 seconds.

Submission Media: Audio

Elements Required: 1 (Single)



Radio & Audio Spots:**More than 60 Seconds**

A single audio-only ad with a duration more than 60 seconds.

Submission Media: Audio

Elements Required: 1 (Single)

Radio & Audio Spots:**Campaign**

A series of 3 to 5 unique audio-only ads, with either the same, or differing durations.

Submission Media: Audio / Case Study AV

Elements Required: 3 to 5 (Campaign)

Topical Radio & Audio Advertising

Audio-only advertising that uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Audio

Elements Required: 1 (Single) / 3 to 5 (Campaign)

Radio & Audio Craft:**Casting & Performance**

Audio-only ad where the casting and performance brings the creative idea to life.

Submission Media: Audio

Elements Required: 1 (Single) / Campaign (3 to 5)

Radio & Audio Craft:**Direction**

Audio-only ad where the direction brings the creative idea to life.

Submission Media: Audio

Elements Required: 1 (Single) / Campaign (3 to 5)

Radio & Audio Craft:**Editing**

Audio-only ad where the editing brings the creative idea to life.

Submission Media: Audio

Elements Required: 1 (Single) / Campaign (3 to 5)



Radio & Audio Craft:**Sound Design**

Audio-only ad where the sound design brings the creative idea to life.

Submission Media: Audio

Elements Required: 1 (Single) / Campaign (3 to 5)

Radio & Audio Craft:**Use Of Music**

Audio-only ad where the use of music brings the creative idea to life.

Submission Media: Audio

Elements Required: 1 (Single) / Campaign (3 to 5)

Radio & Audio Craft:**Writing & Scripts**

Audio-only ad where the writing or the script brings the creative idea to life.

Submission Media: Audio

Elements Required: 1 (Single) / Campaign (3 to 5)

Innovation In Radio & Audio Advertising

Advertising that innovates existing tools or new technologies to push the boundaries of audio-only advertising or the radio or audio-only media.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

FILM**TV & Cinema:****01 to 30 Seconds**

A single ad or promotional film, released primarily on television or in the cinema, with a duration up to 30 seconds.

Submission Media: Content AV

Elements Required: 1 (Single)



TV & Cinema:

30 to 60 Seconds

A single ad or promotional film, released primarily on television or in the cinema, with a duration between 30 and up to 60 seconds.

Submission Media: Content AV

Elements Required: 1 (Single)

TV & Cinema:

More Than 60 Seconds

A single ad or promotional film, released primarily on television or in the cinema, with a duration more than 60 seconds.

Submission Media: Content AV

Elements Required: 1 (Single)

TV & Cinema:

Campaign

A series of 3 to 5 unique ad or promotional films, with either the same, or differing durations, released primarily on television or in the cinema.

Submission Media: Content AV

Elements Required: 3 to 5 (Campaign)

Online Films:

01 to 15 Seconds

A single ad or promotional film released strictly online (on any digital platform) with a duration up to 15 seconds.

Submission Media: Content AV

Elements Required: 1 (Single)

Online Films:

15 to 30 Seconds

A single ad or promotional film released strictly online (on any digital platform) with a duration between 15 and up to 30 seconds.

Submission Media: Content AV

Elements Required: 1 (Single)



Online Films:**30 to 60 Seconds**

A single ad or promotional film released strictly online (on any digital platform) with a duration between 30 and up to 60 seconds.

Submission Media: Content AV

Elements Required: 1 (Single)

Online Films:**More Than 60 Seconds**

A single ad or promotional film released strictly online (on any digital platform) with a duration more than 60 seconds.

Submission Media: Content AV

Elements Required: 1 (Single)

Online Films:**Campaign**

A series of 3 to 5 unique ad or promotional films, with either the same, or differing durations, released strictly online (any digital platform).

Submission Media: Content AV

Elements Required: 3 to 5 (Campaign)

Topical Film Advertising

Ad or promotional film that uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Other Screens & Events

Ad or promotional film released at an event or on a screen besides television, cinema or digital platforms.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Innovation In Film Advertising

Advertising that innovates existing tools or new technologies to push the boundaries of film advertising and film craft.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



BROADCAST

Idents

Idents that have been produced for and by a broadcast network.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Promos

Promos produced by a broadcast network for specific programming.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

FILM CRAFT

Animation

Ad or promotional films where the animation or visual effects bring the creative idea to life.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Casting & Performance

Ad or promotional films where the casting and performance bring the creative idea to life.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Cinematography

Ad or promotional films where the cinematography brings the creative idea to life.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Data & Technology

Ad or promotional films where the creative use of data and technology is fundamental to production bringing the creative idea to life.

Submission Media: Content AV / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Direction

Ad or promotional films where the casting and performance bring the creative idea to life.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Editing

Ad or promotional films where the editing brings the creative idea to life.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Formats & Layouts

Ad or promotional films where the film craft makes the best use of output format / unconventional screen sizes and layouts. (Horizontal films / Square films, etc.)

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Production Design

Ad or promotional films where the production design brings the creative idea to life.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Produced Under INR 10 Lakh

Ad or promotional films that have been produced under a budget of INR 10 lakh each. Entrants must declare the total budget of the films.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Sound Design

Ad or promotional films where the sound design brings the creative idea to life.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Use Of Music

Ad or promotional films where the use of music brings the creative idea to life.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Visual Effects / VFX

Ad or promotional films where the visual effects bring the creative idea to life.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Writing & Scripts

Ad or promotional films where the writing or the script bring the creative idea to life.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

BRANDED CONTENT & ENTERTAINMENT

Advertorials

Piece of branded content that appears in newspapers, magazines, or other printed mass media, produced in the style of editorial content.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / 3 to 5 (Campaign)

Apps

An app, tool, or utility that has been produced for promotional purposes.

Submission Media: URL / Case Study AV

Elements Required: 1 (Single)

Audio-Only Content

An audio-only piece of branded content that has been produced in the style of editorial content.

Submission Media: Audio

Elements Required: 1 (Single) / 3 to 5 (Campaign)

Digital Media + Native Content

Piece of branded content released on a digital network, platform or website, produced in the style of editorial content.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / 3 to 5 (Campaign)



Fiction Films:

Shorter Than 5 Minutes

A single fictional ad or promotional film produced in the style of editorial content with a duration shorter than or equal to 5 minutes.

Submission Media: Content AV

Elements Required: 1 (Single)

Fiction Films:

Longer Than 5 Minutes

A single fictional ad or promotional film produced in the style of editorial content with a duration longer than 5 minutes.

Submission Media: Content AV

Elements Required: 1 (Single)

Fiction Films:

Campaigns & Series

A series of 3 to 5 fictional ad or promotional films produced in the style of editorial content, with either the same, or differing durations.

Submission Media: Content AV / Case Study AV

Elements Required: 3 to 5 (Campaign)

Non-Fiction Films:

Shorter Than 5 Minutes

A single non-fictional ad or promotional film produced in the style of editorial content with a duration shorter than or equal to 5 minutes.

Submission Media: Content AV

Elements Required: 1 (Single)

Non-Fiction Films:

Longer Than 5 Minutes

A single non-fictional ad or promotional film produced in the style of editorial content with a duration longer than 5 minutes.

Submission Media: Content AV

Elements Required: 1 (Single)



Non-Fiction Films:**Campaigns & Series**

A series of 3 to 5 non-fictional ad or promotional films produced in the style of editorial content, with either the same, or differing durations.

Submission Media: Content AV / Case Study AV

Elements Required: 3 to 5 (Campaign)

Live Broadcast & Streaming

Live broadcasts or streams produced in the style of editorial content.

Submission Media: Content AV / Case Study AV

Elements Required: 1 (Single) / 3 to 5 (Campaign)

Talent:**Film, Series & Audio**

Branded fiction or non-fiction films, series or audio content that features a talent to amplify a brand's message.

Submission Media: Case Study AV

Elements Required: 1 (Single)

Talent:**Live Experience**

Live entertainment, including concerts, stunts or activations that feature a talent to amplify a brand's message.

Submission Media: Case Study AV

Elements Required: 1 (Single)

Talent:**Digital & Social**

Digital and social media initiatives which feature a talent to amplify a brand's message.

Submission Media: Case Study AV

Elements Required: 1 (Single)

Topical Branded Content & Entertainment

Piece of branded content that uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / 3 to 5 (Campaign)



AWARDS BY

KYOORIUS

Innovation In Branded Content & Entertainment

A piece of branded content or campaign that innovates existing tools or new technologies to push the boundaries of advertorials and branded content media.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

DIGITAL DISPLAY & SEARCH MARKETING

Banners & Display Advertising

Display ads in paid-for online spaces, including banners, pop-ups, takeovers, etc.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Newsletters & Push Marketing

A single piece of digital content that helps 'push' an audience towards the marketing objective. Includes e-mails, e-newsletters, e-brochures, etc.

Submission Media: Image / Content AV

Elements Required: 1 (Single)

Organic Search & SEO

Search engine advertising or marketing campaign.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Websites

Websites, microsites or blogs launched as part of a promotional campaign for a purely brand-led activity.

Submission Media: URL / Case Study AV

Elements Required: 1 (Single)



SOCIAL

Posts On Social Media:

Single Social Media Network

Posts on a social media network, utilising the qualities, formats or strengths of that network.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Posts On Social Media:

Multiple Social Media Networks

Posts released on multiple social media networks.

Submission Media: Image / Content AV / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Channels On Social Media:

Single Social Media Network

A brand's presence on a single social network, utilising that particular network's individual qualities or strengths.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Channels On Social Media:

Multiple Social Media Networks

A brand's presence on multiple social networks.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Real-Time Response

The use of real-time information to create brand-centric messaging.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

User Engagement & Community Building

Posts that aim to develop, encourage and generate user engagement on a social media network.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Co-Creation & User-Generated Content

Branded content derived from user-submitted material.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Influencer / Talent

Partnering with social influencers or talent to promote a brand through that social influencer or talent's audience or style. The social influencer or talent must play an integral role.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Livestreams, Active Engagement & Other Activations

A campaign on social media that primarily uses livestreams, or any other activation method meant to actively engage the audience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Innovation In Social Media

A campaign on social media that innovates existing tools or new technologies to push the boundaries of what's possible on social media.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

DIGITAL DESIGN & CRAFT

Form:

Digital Art Direction, Illustration Or Photography

Piece of digital work where art direction or illustration or photography helps bring the creative idea to life. Please note that films should be entered into the relevant "Film Craft" discipline.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Form:

Motion Graphics & Animation

Piece of digital work where motion graphics or animation helps bring the creative idea to life. Please note that films should be entered into the relevant "Film Craft" discipline.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Form:

Sound Design Or Use Of Music

Piece of digital work where sound design or use of music helps bring the creative idea to life. Please note that films should be entered into the relevant "Film Craft" discipline.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Form:

Writing For Digital & Social Media

Piece of digital work where the craft of writing helps bring the creative idea to life. Please note that films should be entered into the relevant "Film Craft" discipline.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Design:

UX

Work that showcases relevant, seamless or consistent user experience at every point of interaction, with particular focus on the overall support, structure and usability.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Design:

UI

The overall achievement in aesthetic composition and fluidity of digital / graphic design to enhance user interaction.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Content:

Cross-Channel Storytelling

Creation of cross-platform digital content that develops or embodies a brand identity.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Content:

Real-Time Contextual Content

Creation of real or near time content allowing brands to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Content:

Personalised Storytelling & Experience

Dynamic, intuitive, targeted and highly relevant content or digital experiences created for specific audiences.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

TECHNOLOGY

Activation By Location

Use of GPS, geolocation and/or proximity technologies to activate a campaign or experience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Application Of Native / Built-In Feature

The creative use of built-in and existing integral features of a mobile / desktop or other digital devices.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Apps, Tools & Utilities

Branded digital apps, tools or utilities that engage consumers and improve their experience, including web or mobile apps, widgets, etc.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

AR, MR, VR

Work that uses augmented, mixed, hybrid or virtual realities to enhance the user experience through real-time integration and layering of digital information on top of real-world environment.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Connected Device / Wearable

Work that uses one or more connected or networked devices to engage the consumer or enhance the experience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Games

Branded or promotional games, downloaded or played online.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Innovative Use Of Technology

The inventive use of an existing or new digital technology or group of technologies in order to enhance the user experience and/or brand communication.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Voice-Activation

The creative application and use of voice and digital assistants in a mobile environment.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



EXPERIENCE & ACTIVATION

Brand-Owned Experience & IPs

Any live brand experience or activation event that is owned and exclusive to the brand.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Community

Brand activations taking place within online and offline communities, or bringing these communities together, to optimise a shared experience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Contests & Games

Any live brand experience or activations that utilise contest or games.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Exhibitions & Trade Shows

Brand activations and stands at online and offline expos, conventions and trade shows.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Guerrilla Stunts & Activations

Any brand activation using guerrilla marketing, short/one-off live executions, street teams, publicity stunts and street stunts to drive customer engagement.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Large Public Spaces

Brand activations designed for large public spaces, including location-based experiences, OOH and ambient marketing.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Launch / Re-Launch

Any live brand experience or activation produced to launch or re-launch a property, product or service.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Online Experiences

Brand activations designed to be experienced on digital platforms.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Retail

Retail experiences that enhance the purchasing process. Includes in-store events, pop-up shops, street vendor experiences, online activations and fully integrated virtual stores.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Sponsorship Or Partnership

A sponsorship or partnership that creates or results in an immediate or long-term brand experience or activation.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Talent Integration

Brand activations that leverage a talent to amplify and drive the brand experience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Technology

Brand activations that use certain technology (e.g.: AR, MR, VR or XR) to amplify and drive the brand experience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Topical Experiences & Activations

A single ad that appears on a digital network, platform or website and uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Innovation In Experience & Activation

A live brand experience or activation that innovates existing tools or new technologies to push the boundaries of experiential marketing norms.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

GAMING & VIRTUAL WORLDS

Brand Integration

Creative integration of a brand within a virtual environment or narrative.

Custom storylines, gamification components, wearables, etc.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Brand Partnership

Partnerships with individuals or organisations in a virtual world that facilitate connection between a brand and its target audience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Brand Experience

Experience-led brand activations created for web, mobile, gaming platforms and virtual worlds.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

User Participation

Virtual activations where the success of the idea relies on coordinated user participation or user generated content.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Use Of Avatars

The use of avatars in gaming and the metaverse to drive native commerce opportunities or generate brand awareness for a real-world product.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of Blockchain

Brand activations that use blockchain to generate excitement around a brand.

Usage of NFTs or Blockchain platforms, etc.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of AR, MR & VR

The use of Augmented, Mixed or Virtual Reality, especially for a gamified experience.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

COMMERCE

Omnichannel

A holistic commerce idea. Could have a strong digital component or offline parts that facilitate the exchange of goods and services.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Acquisition & Retention

Creative commerce solutions that retain existing customers, attract new customers, and increase customer activity. For example, benefit schemes, loyalty programs.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Customer Journey

Creative commerce solutions that offer a complete and consistent customer journey, from brand awareness through to delivery.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Purchase Experiences

Experiences that incentivise purchases or provide benefit to the consumer.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Promotions

Creative commerce solutions that boost engagement or sales with a promotional item, service or event.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Brand Partnerships

Collaborations between brands that give consumers access to unique product and purchasing experiences.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Entertainment

Shopping experiences packaged as entertainment. Includes retail theatre, activations, product demonstrations, gamification etc.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Live

Creative use of live commerce, livestream and influencers to demonstrate products and interact with an audience in real time.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Social

Campaigns that rely on consumer social networks, channels and interactions to bring an idea to life. Where social networks are the driver of e-commerce transactions.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Cultural Experiences

Creative commerce solutions centred around a specific or unique culture, trend, or tradition.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Topical Commerce

Creative commerce solutions that uses the popularity of a specific news story or event to generate maximum coverage for the brand.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of Data

Campaigns that use data to tailor and inspire commerce experiences to unlock access to unique benefits or goods and services.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of XR

The use of immersive technologies to extend reality and change the way brands inspire transactions between real and virtual worlds.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

CREATIVE USE OF DATA

Data-Visualisation

Creative visual representation of data. Can be static or dynamic forms of charts, maps, graphics, custom content, etc., hosted on a digital platform.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Targeting

Works for which data was used and interpreted to target a specific audience. Data must have played an integral role in defining the audience for the brand's message.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Storytelling

Works for which data was used and interpreted to enhance the brand narrative. Data must have played an integral role in telling a brand's story.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Social Media

Works for which data generated from social media platforms was used to target a specific audience. Data must have played an integral role in defining the audience for the brand's message.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Real-Time

Works for which data was gathered, interpreted and used in real-time to engage with an audience. Data must have played an integral role in defining the brand's message.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

CREATIVE USE OF MEDIA

Use Of Traditional Media:

Use Of Publications

Media activation through usage of print publications.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Use Of Traditional Media:

Use Of Radio & Audio Platforms

Media activation through usage of radio and audio channels, networks, publishers or media.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of Traditional Media:

Use Of Outdoor

Media activation of out-of-home formats, including digital out-of-home and special builds.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of Traditional Media:

Use Of TV & Cinema

Media activation through usage of television (channels, programmes, broadcast, VOD) and cinema screens.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of Traditional Media:

Use Of Direct Media

Mail, E-Mail, telephone marketing, or usage of other media that allows direct communication with the consumer.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of Traditional Media:

Use Of PR

Media activity that depends upon mediated journalistic exposure.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Use Of Digital Media:

Use Of Mobile & Digital Platforms

Media activation using websites, microsites, search engines, banner ads, instant messaging, emails, digital POS, widgets, etc.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of Digital Media:

Use Of Social Platforms

Media activation of existing or emerging social platforms or social activity including blogs, social networking platforms, and apps.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of Digital Media:

Use Of Technology

Media activation through use of an existing or new technology in an innovative way.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of Experiential:

Use Of Retail

In-store marketing, including pop-ups, online retail, eCommerce & mCommerce.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Use Of Experiential:

Use Of Live Events

Media ideas relating to real-life or virtual events or occasions.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)



Use Of Experiential:

Use Of Interaction

Media ideas that encourage and enable a user to interact or respond to the brand's activities.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Cross-Platform / Integrated:

Use Of Brand Integration

Content that showcases successful integration of a brand, product or service into the content piece.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Cross-Platform / Integrated:

Use Of Collaboration

Content or strategy that showcases collaboration between sponsor, publisher and the project.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Cross-Platform / Integrated:

Use Of Integrated Media

Media ideas that work across several media properties and formats with a central unifying concept.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

PUBLIC SERVICE ANNOUNCEMENTS

Press

Advertising that appears in newspapers, magazines or books and is intended to raise awareness or inform the masses about a public concern.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Poster & Outdoor

Advertising that appears on traditional or non-traditional out-of-home sites and is intended to raise awareness or inform the masses about a public concern.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Radio & Audio

Audio-only ad that is intended to raise awareness or inform the masses about a public concern.

Submission Media: Audio

Elements Required: 1 (Single) / Campaign (3 to 5)

Film

Ad or promotional films that are intended to raise awareness or inform the masses about a public concern.

Submission Media: Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Branded Content & Entertainment

Piece of branded content that is intended to raise awareness or inform the masses about a public concern.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Experience & Activation

Any live brand experience or activation that is intended to raise awareness or inform the masses about a public concern.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

Digital Media

Ads released on a digital network, platform or website that are intended to raise awareness or inform the masses about a public concern.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)



Social Media

Posts released social media that are intended to raise awareness or inform the masses about a public concern.

Submission Media: Image / Content AV

Elements Required: 1 (Single) / Campaign (3 to 5)

Integrated Campaign

A campaign that uses two or more media that is intended to raise awareness or inform the masses about a public concern.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

CREATIVITY FOR GOOD

Creativity For Good

Ads or campaigns that seeks to build brands by doing good. Entries have to demonstrate positive social impact, the capacity to change behaviour and a sensitivity to sustainability issues.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)

INTEGRATED

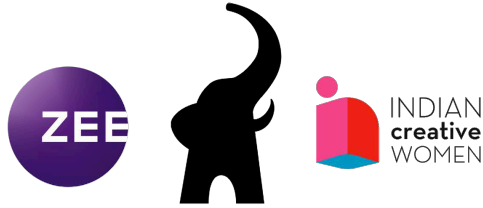
Integrated Campaign

Campaigns where a central idea connects across two or more media.

Submission Media: Image / Case Study AV

Elements Required: 1 (Single)





ZEE EQUALITY AWARD PRESENTED BY INDIAN CREATIVE WOMEN

Zee Equality Award

No Entry Fee

Presented By Indian Creative Women

Created in collaboration with Indian Creative Women, the Zee Equality Award recognises and rewards work that has addressed and impacted gender equality through innovative thinking.

Submission Media: Image / Content AV / Case Study AV

Elements Required: 1 (Single) / 3 to 5 (Campaign)



AWARDS BY
KYOORIUS

SUBMISSION MEDIA SPECIFICATIONS

Video File Specifications

Format	Aspect Ratio	Resolution	File Format	Code
HD 1080p	16:9	1920 x 1080	MP4	H264
HD 720p	16:9	1280 x 720	MP4	H264
PAL	4:3	720 x 576	MP4	H264
PAL	16:9	1024 x 576	MP4	H264

How to submit a Content Video / Case Study video

- The video bitrate must be a minimum of 8.5 mbps (or 15 mbps if HD).
 - Your file must be multiplexed with audio and video in one single file.
 - Apply subtitles or dubbing to the work if necessary.
 - Use the entry title or part titles as the file name.
 - Do NOT add a clock or slate at the start.
 - Do NOT use your company logo or branding anywhere in the film.
-

How to create an effective Case Study video

- Describe the idea or solution first, then go on to explain objectives, context and results in more detail later.
 - Show all elements of the project as they were originally released.
 - Emphasise the creative idea and its relevance to the audience.
 - Elaborate, costly films are not a must. Simple films with a clearly presented idea are just as effective.
 - Ensure the film is shorter than 120 seconds.
 - Judges will stop films that are longer than the time allowed.
 - Use entry or part titles as file names where possible.
 - Ensure the Presentation Film narration is in English.
 - Do NOT wait until the end of the film to reveal the solution.
 - Do NOT use your company logo or branding anywhere in the film.
-



How to create an effective Demonstration Film

- Judges will watch the Demonstration Film first, and then view the digital execution if they wish.
 - Clearly show how the digital work functions and how users interact with it.
 - Ensure the Demonstration Film narration is in English.
 - Only show a demonstration of the digital execution, do NOT show other elements of the campaign i.e. objectives, context, results.
 - Do NOT include your Demonstration Film in the URL submission.
-

How to submit a URL of the original execution

- The webpage must be viewable on a Mac, using Chrome.
 - Provide a direct URL link to the original execution.
 - If the URL is no longer live supply a holding page which hosts only the original execution.
 - The URL must be live from submission date until June 2022.
 - Do NOT submit a case study page if the site is live.
 - Do NOT use your company logo or branding on the web page.
 - Do NOT use your company name or branding in the URL address.
-

How to submit an app

- Submit a URL or a Case Study video or a Demonstration Film.
 - Input a direct URL link to download the full version of the app.
 - If it is a PAID FOR app, supply a gift card/ code that is valid for at least three months after entering.
 - If the app is not available in India. Provide a link to allow us to download it or supply a device with the app already installed.
 - Kyoorius will support apps designed for use on iOS, Android, Blackberry, Windows and Symbian.
 - Provide navigational instructions for the app if necessary.
-



How to submit a digital publication

- If submitting a publication App, see information above.
 - If submitting a digital publication as a URL, supply a direct URL link showing the original execution.
 - If you are submitting a PAID or subscription site, also supply a gift card/ code so Kyoorius can obtain the full working version.
 - If the site is no longer live, supply a URL link to the entry hosted on a webpage. Include a demonstration film or case study film showing how the original execution worked.
 - Kyoorius can support other types of digital publications i.e. EPUBs etc. Contact us if submitting a format other than a URL or app.
-



WHAT ARE WE LOOKING FOR?

By large, all projects, across the various disciplines and categories, would need to submit the following information:

Brief

Answer questions like:

- What is the purpose for the project to exist?
- What problem is it looking to solve?
- What is the need for the project?

Idea / Concept / Principle

Answer questions like:

- What is the idea / concept / principle used to solve for the brief?
- Where did it stem from?
- Is it unique?
- How does it intend to solve for the brief?

Execution

Answer questions like:

- How was the idea / concept / principle executed?
- Were there any challenges or constraints during execution?
- Was there any advancement in the technology / methods used to execute the idea / concept / principle?

Impact

- Answer questions like:
- What did the project achieve?
- What impact did it have on the stakeholders?

***Note:** The structure and questions above are meant as a guide. Feel free to construct your entries in a manner suitable to the project. Jurors will not assign significant weightage to Impact.



CONTACT US

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AWARDS BY
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