*(The entries shall be uploaded on online platform. The sample form is just for reference and to help you compile the information.)*

**Select Category:**

**Select Sub Category:**

**Campaign Name:**

**Brand Name:**

**Date of Execution:**

**Duration of the Innovation:**

**Description:** (Max 500 words)

The most innovative or creative execution using any conventional or non-conventional OOH/DOOH format. Innovation includes any "out of the box" idea or execution.

Description covering the following points: **The idea in relevance to brand strategy, uniqueness**

**of innovation, details of execution (Duration, media formats, location, etc.), details of any recall research, Impact of innovation, etc.**

**Upload Campaign Images:**

Maximum 10 images of 10 MB file size in all.

The images shall be in JPEG/PNG formats; (max width 900 px and max height 900 px ), Resolution -150-300 dpi.

Images should cover - Actual executed images from different viewing angles

UPLOAD IMAGES

**Upload Video:**

The video content shall be structured as per the parameters defined for this award category.

The duration of the video shall not exceed 2 minutes. The file extension shall be **mp4** and the file size shall not exceed 40MB.

UPLOAD VIDEO

**Client Information**:

Name:

Designation:

Company:

Email ID:

Mobile:

Address: