

# Outdoor Advertising Awards 2008

## Terms & Conditions

### Category-23

#### Outdoor Media Plan of the Year

The Outdoor Media Plan of the Year Award at OAA (Outdoor Advertising Awards) 2008 honours Outdoor Advertising Campaigns that effectively combine creative, media strategy & planning and execution to deliver to stated objectives of a brand. An eminent panel, comprising professionals from brand marketing, media buying and outdoor specialist agencies, will judge the entries.

#### Terms & Conditions

1. All campaigns must have been planned and executed between 1<sup>st</sup> April 2007 – 31<sup>st</sup> March 2008.
2. Entries can be submitted to compete in two separate categories – local (1 market) or national (a minimum of 4 markets). The same entry form can be used for both categories.
3. Please use separate entry forms for multiple entries. Multiple entries combined in the same form are liable to be disqualified.

4. Each entry form must be accompanied by the following

- At least 5 different images **per market** of the actual execution (High resolution -300 dpi / CD)

All entries shall consist of

- a) CD with high-resolution image (300 dpi) of the Following:

Creative / Artwork - 1 No

Actual Execution - 4 Nos

- b) 8” x 10 “colour prints (Same as on the CD)

- Briefing Document on the company letterhead with as much detail as possible / required about the campaign.

5. Every Briefing Document for each entry must specify the following details:

- Campaign Background** – The needs and challenges for the brand at that time.
- Objectives** – The stated objective(s) for the Outdoor campaign in terms of key markets, demographics, formats, budgets, time frames etc.
- Creative** – Outdoor-specific creative strateg(y)ies by market and /or demography
- Media Strategy** – The recommended approach to the stated objective in terms of type of format, numbers in each market and choice of location in the market.

- Implementation details** – flighting dates, campaign periods etc.
  - Challenges** – Key challenges of strategizing and implementing the media plan.
  - Effectiveness** – All and any indicators of the campaign’s effectiveness in delivering to the stated objectives.
  
  - Others** – Comments and insights that might provide a perspective on the efficacy of the campaign
6. Each entry needs to be in a separate envelope clearly marked with the category – OMP (Outdoor Media Plan) and the sub-category – LO (local) and NA (National)
  7. Each entry received shall be automatically interpreted as a declaration of the authenticity of the submitted work - in terms of the work having been created for a genuine client, with a specific objective other than the purpose of Awards and its release during the period stipulated.
  8. The judges can disqualify any entry that is questionable on any of the parameters mentioned in the previous point.

### **Payments**

1. A sum of Rs.3500 has to be paid for each individual entry
2. Payment can be made by cash, cheque or Demand Draft favoring the **“Thoughtshows & Events Private Limited”**
3. A detailed statement indicating the number of entries, the payment made for each and the total entries / amount enclosed must be attached
4. There shall be or no refunds for whatsoever reason.
5. Entries with no or inadequate payment will be rejected.

# Outdoor Advertising Awards 2008

## Entry Form

Category Number: 23 (Twenty Three)  
Outdoor Media Plan of the Year

Name: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Pincode: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Mobile: \_\_\_\_\_  
E-mail: \_\_\_\_\_

## Entry Details

Sub-Category : Local    National  
(Tick appropriate sub - category)

Brand: \_\_\_\_\_  
Agency: \_\_\_\_\_

Planning Team (Name & Designation)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Declaration

This is to certify that this Media Plan piece of work has been originally created and executed for a regular client of ours as per their communication requirements and as part of their regular advertising schedule. This entry was not specifically created /executed for the purpose of entering it for awards. The entry conforms to all the requirements as laid down in the Terms & Conditions. I shall abide by the decision and the discretion of the Awards Jury.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Company Name & Address: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Date: \_\_\_\_\_

Signature : \_\_\_\_\_