

Creative Awards OAA 2010

The clock's wound full circle and it's time to send your entries for OAA 2010. If your idea has been out there, it better be in here. Because it is in here that we acknowledge, appreciate and award those ideas. The entries shall be judged by renowned advertising and marketing professionals. Every worthy finalist will be awarded a Merit Certificate and the most innovative idea takes gold, followed by silver. The rest of us settle for warm hope, with cold beer. Sounds like a plan?

**Then send across your entries.
The last date is May 20th, 2010
log on to: oasasia.org**

**For more details: mail to
ramashis@vjmediaworks.com or
call 99165 98119**

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**OUTDOOR
ADVERTISING
AWARDS
2010**

12th June, 2010
Hotel Renaissance, Mumbai

A. CATEGORIES

- 1.a Telecom
Cellular service providers, Basic telephony, ISP, Calling cards, etc.
- 1.b Financial Services
Banks, Investment services, Insurance etc.
- 1.c Entertainment & Media
TV channels, radio, outdoor concessionaires, movies, music labels, festivals, Artistes etc.
- 1.d Automotive
Manufacturers and suppliers including consumables and spares
- 1.e FMCG
Personal care, household, food & beverages
- 1.f Consumer Durables
White goods, brown goods
- 1.g Business & Technology
Corporate advertising, business products and services
- 1.h Retail Brands
Stores, restaurants, salons, clubs, gyms etc.
- 1.i Real Estate & Construction
Real estate developers, construction products and services
- 1.j Travel & Hospitality
Airlines, railways, bus services, hotels, destinations, tour operators, travel services etc.
- 1.k Public & Social Service
Public health, environment and social issues
- 1.l Healthcare
Hospitals, OTC medicines, equipment and services
- 1.m Clothing, Footwear & Accessories
Clothes, footwear and accessories like watches, jewellery, bags, purses, belts etc.
- 1.n Education & Training
Universities, colleges, schools and training institutes
- 1.o Campaign of the year
Awarded to any campaign, irrespective of product / service and outdoor media format, comprising a minimum of three creative concepts based on the same central idea.

B. TERMS & CONDITIONS

- I. All the submitted work must have been created/implemented for the first time between 1st April 2009 - 31st March 2010
- II. All entries, complete with stipulated materials, documentation and payment, should reach us latest by 5:00 PM on Thursday 20th May 2010.
 - All transit costs upto the arrival of the entries at the address provided must be fully covered by the entrant companies
 - The organisers do not accept any responsibility for entries lost in transit.
- III. 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 the awards and having been released in the stipulated period.
- IV. Adherence to the specified material requirements is mandatory and entries that do not follow the material guidelines can be removed
- V. Entries that offend national, religious and/or public sentiments can be removed from the competition at the organiser's discretion.
- VI. Each entry should be submitted with a duly completed entry form, the stipulated material requirements as specified in this document and placed in a separate envelop clearly marked with the category code and category title.
 - Incomplete entry forms, multiple entries combined into one entry form and entries that do not conform to the information / material stipulations can be disqualified.
- VII. All entries must be supported by an aggregate statement listing each individual entry, the category entered, the payment due and the payment instrument.
 - Entries with no / inadequate payment will be rejected
 - No refunds shall be granted for any reason whatsoever
- VIII. The jury's decision is final.



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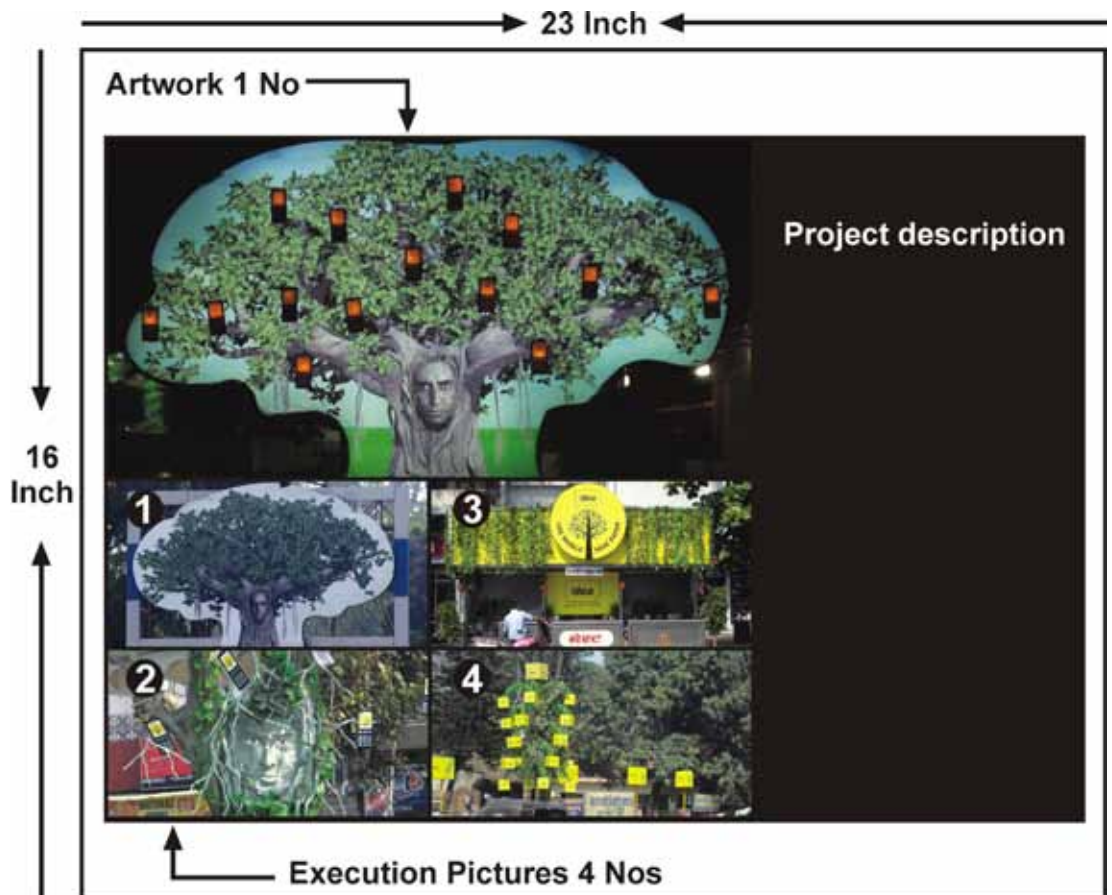
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C. AWARDS

- Each category will be awarded a maximum of three awards, a Gold, a Silver and a Merit.
- It is the jury's discretion to award winning entries in a category with different permutations of the three possible awards without exceeding the maximum of three awards per category.
- The awards will be attributed and given to the entrant companies. In the case of any dispute regarding the rights to and the ownership of a winning entry, the matter should be settled between the entrant company and the disputing company and the organiser shall not be held responsible. The organiser reserves the right to hold back or annul an award if the case so warrants it.

D. MATERIAL, FORMAT REQUIREMENTS AND FEES BY CATEGORY

- All entries for the creative awards should be mounted on a 23 X 16" soft board and accompanied by the entry form
- Each soft board should contain the following elements
 - One art pull
 - Four 300 dpi colour photographs of actual execution (As illustrated below)
- Project related information, as specified below
 - Soft copies of projected related information (word document), art pull and execution photographs to be provided on a CD labelled with the category number, category name and entry name
 - Where required, videos, in mpeg format, can be submitted in a separate CD labelled with the category number, category name and entry name.
 - Please attach a consolidated list for more than two entries.





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Code	Category	Fees	Project Documentation (Word Document)
1.a	Telecom	2,000/-	A. Target audience B. Communication objectives C. OOH creative strategy D. Uniqueness of execution if applicable
1.b	Financial services	2,000/-	
1.c	Entertainment & Media	2,000/-	
1.d	Automotive	2,000/-	
1.e	FMCG	2,000/-	
1.f	Consumer	2,000/-	
1.g	Business & Technology	2,000/-	
1.h	Retail Brands	2,000/-	
1.i	Real Estate & Construction	2,000/-	
1.j	Travel & Hospitality	2,000/-	
1.k	Public & Social Service	2,000/-	
1.l	Healthcare & Social Service	2,000/-	
1.m	Clothing, footwear & accessories	2,000/-	
1.n	Education & Training	2,000/-	
1.o	Campaign of the year	3,500/-	A. Overall brand strategy & the campaign's communication objectives B. Key insights for campaign C. OOH creative strategy D. Uniqueness of execution, E. Any effectiveness research available

E. SUBMISSION DETAILS

Payment Details

- Payment can be made by cash, cheque or Demand Draft favouring the **"Thoughtshows & Events Private Limited"**
- A detailed statement indicating the number of entries, the payment made for each and the total entries/amount enclosed must be attached
- There shall be no or no refunds for whatsoever reason.
- Entries with no or inadequate payment will be rejected.
- All entries must be sent to.

Thought Shows and Events Pvt. Ltd.,

1019/2 1st Main 1st Cross Geethanjali layout New Thippasandra,
Bangalore -560075. Ph: +91 08 40522717 Fax: +91 80 405822727
Email: ramashis@vjmediaworks.com
Cell: 9916598119

OUTDOOR ADVERTISING AWARDS 2010 ENTRY FORM

CATEGORY CODE: _____ CATEGORY NAME: _____

ENTRY REFERENCE NAME: _____

BRAND: _____

ENTRANT COMPANY: _____

DATE OF FIRST EXECUTION: _____

CREATIVE / SERVICING TEAM (names & designations): _____

BRAND / CLIENT CONTACTS:

Name: _____ Designation: _____

Mobile #: _____ Landline #: _____

Email ID: _____

Address: _____

DECLARATION:

This is to certify that piece of work has been originally conceptualised 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: _____

Mobile #: _____ Landline #: _____

Email ID: _____

Address: _____

Date: _____

Signature: _____

IMPORTANT

- Please attach hard copies, mounted on soft board, of all required documentation & visuals (*refer Material & Format requirements*) with this entry form. Entry forms without the required supporting materials will be rejected.
- Please ensure that each entry is also accompanied by a CD containing soft copies of the required documentation & visuals. Entry forms that do not include soft copies of the required supporting materials on a CD will be rejected.