*For brand categories the main focus is the creative strategy and the impact of it on achieving overall objective/ brief*

1. **Select Category:**
2. **Select Sub Category:**
3. **Campaign Name:**
4. **Brand Name:**
5. **Date of Execution:**
6. **Duration of the Campaign:**
7. **No. of Media Units Used:**
8. **Description:**

Describe the **Creative Strategy** for the campaign within 500 words covering the following points:

* Communication objective
* Creative strategy
* Target audience
* Scale (description of the OOH formats used, geographical locations covered),
* Innovative use of different formats (if any),
* Execution (How the overall plan was executed / uniqueness of execution, if any)
1. **Impact Assessment:**

|  |  |  |
| --- | --- | --- |
| **Revenue** | **Pre-campaign (up to 1 year prior to the launch of campaign)** | **Post campaign (up to 1 year after launch of innovation)** |
| % increase in customer base |  |  |
| Average revenue per user |  |  |
| Customer base |  |  |
| % of customer churn |  |  |
| Market revenue share |  |  |

|  |
| --- |
| **Elaborate on impact on visibility, social impact and brand reach of the campaign.** |
|  |

1. **Upload Campaign Images:**

Maximum 15 images of 10 MB file size in all.

The images shall be in JPEG/PNG formats; Minimum size should not be less than 600 pixels in height and width and should not be more than 1000 pixels in height and width; Resolution -150-300 dpi.

Images should cover - 2 Creatives (design jpg), Actual executed images showcasing at least 3 different formats, execution images, innovation (if any), activation (if any)

UPLOAD IMAGES

1. **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

1. **Client Information**:

Name:

Designation:

Company:

Email ID:

Mobile:

Address:

SAVE AND PROCEED TO NEXT STEP