The main judging criteria to be considered are the **creative strategy, the media strategy, and the impact of the campaign.**

1. **Select Sub Category:**
2. **Campaign Name:**
3. **Brand Name:**
4. **Date of Execution:**
5. **Duration of the Campaign:**
6. **No. of Media Units Used:**
7. **Description:** (Max 500 Words)

**Creative Aspect:** Communication objective/ The idea/ Creative strategy, etc

**Execution Details**: Target audience, Scale - different OOH formats used, number of OOH media units used, Innovative use of different formats (if any), location, etc.

**Impact Assessment:**

1. **Upload Campaign Images:**

Maximum 15 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 locations, showcasing different formats, innovation (if any), activation (if any), 2 Creatives (design jpg),

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. Voiceover/ Music is mandatory

UPLOAD VIDEO

1. **Client Information**:

Name:

Designation:

Company:

Email ID:

Mobile:

Address:

SAVE AND PROCEED TO NEXT STEP