Media plan of the year is a presentation category wherein a representative of the company shall make a presentation in person to the Jury - if the particular entry is shortlisted for the second round.

The Presentation should be uploaded in PDF format while uploading the entry and same will be presented in front of the Jury Panel if entry gets shortlisted. The presentation should cover the given parameters (Each point is given 25% weightage while evaluating the shortlisted entry in final round)

1. **Select Sub Category:**
2. **Campaign Name:**
3. **Brand Name:**
4. **Date of Execution:**
5. **Duration of the Campaign:**
6. **Description: (Max 500 words):**

Describe the **media strategy** that was drawn up in relation to the overall brand communication objective **within 500 words** covering the following three points

Media Strategy

Execution details

impact assessment

**Media Strategy (**Objective & Media strategy, Budget allocated, etc.)

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

**Impact Assessment:**

1. **Media Presentation:**

Upload your media presentation in PDF format (should not be more than 12 pages)

*Points to be covered*: Each point is given 20% weightage while evaluating the shortlisted entry in final round

(i) Media Strategy, (ii) Media Reach, (iii) Media Mix (iv)Media Execution (iv) Monitoring and Impact Assessment

UPLOAD PRESENTATION (PDF)

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 - max height 900 px), Resolution -150-300 dpi.

Images should cover - Actual executed images from different locations, showcasing at least 3 different formats, 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