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.

1. **Select Sub Category:**
2. **Campaign Name:**
3. **Brand Name:**
4. **Date of Execution:**
5. **Duration of the Campaign:**
6. **Description: (Max 500 words):** Description should cover the given parameters:
7. **Media Strategy - 20%**
8. **Media Reach - 20%**
9. **Media Mix - 20%**
10. **Media Execution - 20%**
11. **Impact Assessment -20%**
12. **Upload Campaign Images:**
* Maximum 15 images of 10 MB file size in all.
* The images shall be in JPEG/PNG formats; (max width 1200 px - max height 1200 px),
* Images should cover - Actual executed images from different locations, showcasing 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 40 MB.
* Either Voiceover or Music is mandatory

UPLOAD VIDEO

1. **Client Information**:

Name:

Designation:

Company:

Email ID:

Mobile:

Address:

SAVE AND PROCEED TO NEXT STEP