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 20% weightage while evaluating the shortlisted entry in final round)

1. **Select Category:**
2. **Select Sub Category:**
3. **Campaign Name:**
4. **Brand Name:**
5. **Date of Execution:**
6. **Duration of the Campaign:**
7. **Media Strategy Description:**

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

* Media Strategy in relation to the overall Communication objective
* Target audience
* Budget allocated
* Location Covered
* Media Mix (Number of media units used, Different types of format used and why each media formats was selected, innovative use of different formats (if any)

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1. **Campaign Execution and**

The description should not exceed 150 words

* How the overall plan was executed / uniqueness of execution (if any)
* Media monitoring mechanism
1. **Impact Assessment Description:**

|  |  |  |
| --- | --- | --- |
| **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. **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, (v) 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; 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 be of actual execution of the campaign showing at least 3 different formats and innovation (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