**Select Category:**

**Select Sub Category:**

**Campaign Name:**

**Brand Name:**

**Date of Execution:**

**Duration of the Innovation:**

**Description:**

This may represent the most creative **use of non-conventional outdoor media** and include structured ambient like restroom, shopping malls (excluding point-of-purchase advertising), airports, bus stations, theaters, etc as well as one off, non-scalable ambient opportunities. It can also cover any non-conventional, medium or temporary medium in these spaces.

Description not to exceed 500 words covering the following points:

* Objectives of the use of the ambience (relevance to communication objectives / brand strategy)
* Uniqueness of use of Ambient Media
* Implementation challenges
* Scale of innovation (media, formats, location)
* Details of any recall research
* Impact of using Ambient Media

**Upload Campaign Images:**

Maximum 10 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 – Creative image and actual execution images showing use of ambient media from different viewing angles

UPLOAD IMAGES

**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

**Client Information**:

Name:

Designation:

Company:

Email ID:

Mobile:

Address:

SAVE AND PROCEED TO NEXT STEP