**Select Category:**

**Select Sub Category:**

**Activation Name:**

**Brand Name:**

**Date of Execution:**

**Duration of the Activation:**

**Description:**

This may represent any Activity / Execution / Demonstration done outdoor solely for the purpose of promotion and / or advertising.

Describe the Activation strategy for the campaign within 500 words covering the following points:

* Communication objectives for the activation
* Activation Strategy
* Target audience
* Uniqueness of execution, if applicable
* Impact assessment

**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 – Actual execution images showing the activity / demonstration

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