**Select Category:**

**Campaign Name:**

**Brand Name:**

**Date of Execution:**

**Duration of the Campaign/ Activity:**

**No. of Media Units Used:**

**Description:**

Describe the creative strategy for the campaign stating how communication on OOH media helped to address the public / social cause through awareness building, interventions, on-ground consumer engagements, execution of CSR plans, etc. within 500 words covering the following points:

* Communication objective
* Creative strategy
* Target audience
* Scale (description of the OOH formats used, geographical locations covered),
* Innovative use of different formats (if any),
* Execution (How the overall plan was executed / uniqueness of execution, if any)

**Impact Assessment:**

Elaborate on impact on visibility, social impact and brand reach of the campaign. Data Analysis if any

**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 cover - 2 Creatives, Actual executed images showcasing at least 3 different formats, execution images, innovation (if any), activation (if any)

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