1. **Select Sub Category:**
2. **Campaign Name:**
3. **Brand Name:**
4. **Date of Execution:**
5. **No. of Media Units Used:**
6. **Description:** (Max 500 Words):

The most creative, innovative, engaging, and impactful content delivered through digital screens used in OOH advertising. Creative content, impactful communication that grabs customer attention/leads to action and ultimately drives the objective

* 1. **Communication objective/ The idea:**
  2. **Creative strategy:**
  3. **Impact of creative:**

1. **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 and max height 1200 px)
* Images should cover - Actual executed images, showcasing formats, innovation (if any), 2 Creatives (design jpg)

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