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): Description to cover

* Use of interactivity elements the campaign content / creatives to drive greater audience engagement, such as, use (QR code, gesture sensors, gamified content.)
* How easy it was for the audience to understand the features and interact with the campaign.
* Integration of the DOOH campaign with other digital channels like mobile apps, social media, digital platforms to provide enhanced audience experience.
* Campaign customisation using location intelligence data and insights to deliver localised and relevant experience
* Campaign performance basis audience participation using the interactive feature at the location or various locations and earned media on other channels.

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