*(The entries shall be uploaded on online platform. The sample form is just for reference and to help you compile the information.)*

**Select Category:**

**Campaign Name:**

**Brand Name:**

**Date of Execution:**

**Duration of the Campaign/ Activity:**

**No. of Media Units Used:**

**Description:** Max 500 words

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:

-Particular public / social cause addressed and

-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.

-Scale and Execution details:  OOH formats used, number of OOH media units used, geographical locations

-Impact assessment.

**Upload Campaign Images:**

Maximum 15 images of 10 MB file size in all.

The images shall be in JPEG/PNG formats; (max width 900 px and max height 900 px ), 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: