1. **Select Category:**
2. **Campaign Name:**
3. **Date of Execution:**
4. **No. of Media Units Used:**
5. **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.
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 different format or innovation or activation + 2 creative in jpg if any

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: