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

**Select Category:**

**Select Sub Category:**

**Project Name:**

**Period of the Innovation/ Execution:**

**Description:**

Any newly constructed OOH site with new design, approach, utility, etc or **any investment made to refurbish an existing media asset can be entered in this category.**

Describe the technical and aesthetic aspects of new format within 500 words covering following points

-Location of New Media

-Volume of Investment in the Media

-Details on Execution/Fabrication like Number of new units/ mediums, Innovation in media, Beautification of existing media assets, Use of new technology, etc.

-How the new media enhances the quality of advertising

**Upload Project Images:**

Maximum 15 images up to 12 MBs in all.

The images shall be in JPEG/PNG formats; Minimum size should not be less than 600 px in height and width and should not be more than 1000 px in height and width; Resolution -150-300 dpi.

Images should cover - Actual executed images showcasing innovative format/s or new format

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