**Select Category:**

**Select Sub Category:**

**Project Name:**

**Period of the 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 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 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 40 MB.
* Either Voiceover or Music is mandatory

UPLOAD VIDEO