*(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:**

**Campaign Name:**

**Brand Name:**

**Date of Execution:**

**Duration of the Innovation:**

**Description:** (Max 500 words)

This may represent the most creative **use of non-conventional outdoor media** and include structured ambient like restroom, shopping malls (excluding point-of-purchase advertising), airports, bus stations, theaters, etc as well as one off, non-scalable ambient opportunities. It can also cover any non-conventional, medium or temporary medium in these spaces.

Description should cover the following points:

Objectives of the use of the ambience (relevance to brand strategy), Uniqueness of use of Ambient Media, Execution Details - Duration, media formats, location, etc. Details of any recall research and impact

**Upload Campaign Images:**

Maximum 10 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 - Actual executed images showing use of ambient media from different viewing angles

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: