

campaign INDIA



AWARDS
INDIA 2025

ENTRY KIT 2025

prawardsindia.com

campaign INDIA



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INTRODUCTION

Campaign India is delighted to invite PR agencies to participate in the fourth edition of PR Awards, which celebrates the most outstanding, inspired and successful campaigns, individuals and companies from India's communications fraternity.

The PR Awards are an opportunity for agencies to shine the spotlight on their work, and celebrate their achievements. We are inviting entries from across India that illustrate the best strategies and achievements that have been transforming businesses and brands.

The sixth edition of the Campaign India PR Awards will be hosted in February 2025, Mumbai. The PR Awards are for those that are defining thinking and driving the public relations industry forward. If you believe you have a success story to celebrate, this is your chance for recognition by the industry's leading PR luminaries.

For further details, e-mail: ayushi.singh@haymarketsac.com

CATEGORIES: CAMPAIGN AWARDS

C01. Arts, Entertainment & Media

This award honors the success in the arts and entertainment, including films, magazines, TV shows, books, newspapers and websites. Entries for outstanding work in promoting individual celebrities are also welcome.

C02. Automotive and Transportation

This award recognizes work of PR in the automotive and transport sector, including car manufacturers, trade bodies, or work that includes campaigns aimed at customers relating to transport and automotive services, initiatives, and products.

C03. Best Brand Strategy [NEW]

This category recognizes the most authentic and innovative campaign to build and strengthen brand recognition, raise awareness, and effectively communicate with the audience to reach the brand objective.

C04. Best Creative Idea [NEW]

This category celebrates a game-changing creative idea that takes a brand, company, or organization in a new, exciting direction and delivers results that exceed expectations. Judges will be looking at exceptional, creative campaigns that embrace out-of-the-box thinking, are innovative, drive brand awareness, and meet campaign KPIs.

C05. Best Event Activation [NEW]

This category recognizes the most effective and creative event activation through the use of innovative platforms and interactive elements that capture audience engagement in order to achieve campaign goals

C06. Best Sponsorship/Partnership [NEW]

This award recognizes excellence in utilising partnerships or partnership activation to achieve outcomes. Judges will be looking for creative and innovative sponsorship activation campaigns that cut through the clutter and reach out to the target audience, as well as how the public relations approach integrated with the overall campaign.

C07. Best use of virtual platforms (B2B)

This category aimed at B2B audience recognizes the most innovative and strategic use of virtual platforms that demonstrates effective communication, engagement, and the use of smart technological choices along with great content and creative experience design to achieve results that meet or exceed business objectives.

CATEGORIES: CAMPAIGN AWARDS

C08. Best use of virtual platforms (B2C)

This category aimed at B2C audience recognises the most innovative and strategic use of virtual platforms that demonstrates effective communication, engagement, and the use of smart technological choices along with great content and creative experience design to achieve results that meet or exceed business objectives.

C09. Best Video Story-Telling

This category recognises storytelling for product, service or organization that made the best use of video, production values, business impact, multi-channel, shares/likes. This is a great category for Brands/Agencies, Individual/Independent Producers, and Production Houses.

C10. Best Use of Analytics

This award will go to the campaign, project, or program that demonstrates the most effective use of research and evaluation in both setting goals and measuring success as well as effective media evaluation.

C11. Best Use of Advocates/Influencers/Celebrities [NEW]

This category recognises the most creative, innovative, and well-executed campaign that leveraged an advocate/influencer or celebrity as part of the strategy and did its best to enhance and generate consumer engagement towards the targeted audience and raise brand awareness to deliver or exceed brand KPIs and objectives.

C12. Best Use of Broadcast/Video

This category will award the innovative use of broadcast/video which combines creativity cost-effectiveness, And overall impact will be considered. A copy of the video, film program, VNR, ANR, SMT, b-roll, or online footage must be included with the entry.

C13. Best Use of Content

This category recognizes the most effective, creative and innovative use of content by a consultancy, in-house team or a combination of both. The judges will look at the objective, overarching strategy and method deployed and executed across multiple channels. How your content told your brand's story, your targeted audience, the platform you chose, your distribution strategy and outcome.

CATEGORIES: CAMPAIGN AWARDS

C14. Best Use of Digital

This category awarded to the most successful campaign in creation of omni-channel digital content across different digital platforms and devices which enhances meaningful consumer engagement. Judges recognize the best use of digital platforms using creative ideas to execute/support PR campaign across multiple channels or in one particular channel where the campaign excelled. Judges will also look at a clear approach and execution with tangible results of digital strategies across platforms.

C15. Best Use of Social Media

This category recognizes the social media efforts to implement and enhance the PR campaign that were utilized to build successful brands. The strongest entries demonstrate well thought out strategies that work in synergy using innovative content to achieve campaign objectives.

C16. Best use of VR/AR

This category focuses on PR campaigns using entertaining and engaging content in the form of a game, competition or other interactive media forms such as virtual and augmented reality or mixed reality (VR/AR/MR). Judges will be looking to reward the originality and creativity of the marketing video demonstrated strong visual impact and resonated with the targeted audience.

C17. Brand Development (Product)

This award recognizes outstanding success in the ongoing development, repositioning, reinvigoration or re-launch of an established consumer brand (product) using PR digital strategies across platforms.

C18. Brand Development (Service)

This award recognizes outstanding success in the ongoing development, repositioning, reinvigoration or re-launch of an established consumer brand (service) using PR.

C19. Business-to-Business

This category awards businesses where the target audience might be a niche business sector or the business community at large. Entries that involve switching to the consumer market should be entered in either the Consumer Launch or the Product Brand Development categories.

CATEGORIES: CAMPAIGN AWARDS

C20. Cause-Related - Diversity & Inclusion

This category recognizes campaigns that raise awareness of a cause or issue that is relevant to the public - but does not fall in the category of 'equality & inclusion' - and promote it in an effective way. Judges will be looking for original creative ideas. Ideally the campaign will raise awareness, or positive sentiment, towards the cause/issue, and/or help change behavior. The winning campaign will be expected to provide data to support its claims, where appropriate.

C21. Cause-Related - Public Awareness

This category recognizes campaigns that raise awareness of a cause or issue that is relevant to the public - but does not fall in the category of 'equality & inclusion' - and promote it in an effective way. Judges will be looking for original creative ideas. Ideally the campaign will raise awareness, or positive sentiment, towards the cause/issue, and/or help change behavior. The winning campaign will be expected to provide data to support its claims, where appropriate.

C22. Consumer Launch

This category is awarded for the launch of a new product or service using PR. The ability to create buzz and brand recognition, as well as evidence of sales/usage, are all essential factors in determining the winner.

C23. Corporate Branding

This award honors the most outstanding use of PR in the launch of a new company, or in a corporate rebranding and repositioning initiatives. The judges will look at the strategic approach; evidence of success in building corporate reputation, enhancing company positioning, communicating with investor or other stakeholder, or achieving other corporate goals.

C24. Corporate Publications

This category is awarded to corporate publication which includes both printed material and electronically published material produced on behalf of an organization. This includes either an external audience or internal stakeholders to meet specific PR objectives. Three different sample copies should be included as your support material (online).

CATEGORIES: CAMPAIGN AWARDS

C25. Corporate Social Responsibility

This award recognizes a campaign or ongoing project that utilizes or integrates a social responsibility to promote or enhance corporate image or specific products/services.

How it creates sustainable benefits to society while enhancing corporate reputation, employee retention and customer loyalty.

C26. Customer Loyalty [NEW]

This category recognises a campaign aimed at improving customer loyalty through omnichannel communications to drive engagement and loyalty among customers and whose innovation and creativity has set them apart

C27. E-Commerce

This category recognises the campaign/project that uses PR strategies to improve eCommerce reach to drive business growth and increase brand, product and/or service awareness.

C28. Environmental

This award recognizes a campaign or ongoing project that utilizes or integrates environmental responsibility to promote or enhance corporate image or specific products/services.

Judges recognize a campaign or an ongoing project that creates sustainable benefits to the environment while enhancing corporate reputation, employee retention and customer loyalty..

C29. Experiential PR

This category awarded to the campaign with successful PR/communication strategies in engaging audiences to bring the brand story to life. Judges recognize the use of a brand activity or live event to build the value and brand reputation as part of a wider strategic PR campaign.

C30. Fashion & Beauty [NEW]

This category celebrates the best campaign for a product/service across fashion and beauty products. The campaign can be part of product launch or stand alone branding exercise.

CATEGORIES: CAMPAIGN AWARDS

C31. FMCG [NEW]

This award recognises campaigns for fast-moving consumer goods products that focus on raising awareness, increasing brand recognition, and meeting brand KPIs. This can be a stand-alone campaign or a component of a larger launch

C32. Financial Communications

This award will be given to the most effective on- going campaign or one-off project in the financial sector during the year. Judges will be concentrating on work that is primarily targeted at investors or other financial industry audiences and not personal finance campaigns.

C33. Healthcare: Ethical

This award recognizes ongoing work or one-off projects undertaken by or on behalf of a pharmaceutical company relating to ethical (prescription only) drugs. Campaigns can be at any stage in a product lifecycle and include communications with target audiences such as prescribers, primary care teams, patient groups and specialist media as well as disease awareness and direct- to-consumer work.

C34. Health & Wellness

This award recognises an event that promotes health, work-life balance and overall wellness, that increases brand awareness and increases customer engagement which inspires and educates in cultivating better health and well-being

C35. Influencer Marketing

This category awards the most effective, creative and innovative PR campaign that engages influencers to increase brand awareness and achieve business objectives. Judges will be looking at how you leverage influencers as part of the PR strategy and demonstrate the effectiveness of incorporating the influencer marketing element. It is also important to show evidence that the goals had been reached or exceeded and how you measure the campaign ROI.

C36. Integrated Marketing

This award recognizes the best holistic integrated campaign that utilized at least three channels to achieve results. The campaign must be PR-led, and demonstrates the creativity, innovation, impact and effectiveness. Judges will be looking at the role of PR played in the strategic development and implementation.

CATEGORIES: CAMPAIGN AWARDS

C37. Internal Communications

This award recognizes the strategic communication or significant project has engaged internal stakeholders such as communicating a merger or acquisition, change management, rebranding, restructuring, layoffs, or other issue/problem of an internal communications/employee engagement nature.

Judges will recognize excellence in engagement that inspires action and drives the employee experience forward through ongoing strategic relations to promote organizational objectives.

C38. Media Relations

This award recognizes the most effective and successful use of media relations in a wider public relations context that meets client and/or campaign objectives. Judges will be looking for evidence on budget, strategy and tactics, including creativity and innovation and how it influences and changes behavior among the target audiences.

C39. Non-Profit

This category awarded to the most effective work for or by a charity, voluntary or non-profit organization for fundraising, or in changing/enlisting political, public, or corporate opinion. The judges will look at the overall communication strategies, messaging, budget and the cost-effectiveness of the campaign; demonstrate unconventional tactics, measurement of success and, in the case of fundraising activities, the amount of monies received.

C40. Post-Pandemic Recovery (COVID-19)

It also recognises the best campaign, event or product launch that reflects a clear business turnaround that resulted from coronavirus pandemic.

C41. PR Event

This award looks for effective brand event strategy which builds the value and reputation of the brand/product as part of a wider PR Campaign. This is open to any type/scale of event such as product launch, road show, concert etc.

Judges will look for how the campaign reached wider audience via effective communication, value added service to build brand loyalty, and the objectives and results.

C42. Promotional Activity

This award recognizes the most effective and innovative PR/communication strategies, striking promotional event of the year. Judges will look at the campaign effectiveness including messaging, target audience and information on size and type of the activities, cost breakdown, and whether it was a stand alone or integrates to a wider campaign.

CATEGORIES: CAMPAIGN AWARDS

C43. Public Affairs

This award recognises the most effective use of PR to change/enlist political and/or public opinion utilising public affairs tactics. Judges will be looking for evidence of work in research, media relations, grassroots community activity, lobbying and the distinct role and results of public affairs and lobbying.

C44. Public Education

This category recognizes the most effective work done to implement a successful public education to raise public awareness and/or change opinion or behavior to the targeted community. Judges will look at the strategy, core message, changed in public behavior or opinion and the contribution of PR that led to success of the overall campaign.

C45. Public Health (COVID-19)

This category recognises best campaign, event or strategy that improved effectiveness of Covid containment: vaccination campaigns, work-from-home strategy that had some impact on containment of the spread of the virus, public or internal education campaign that leads to greater awareness, understanding or containment of the risks associated with or arising from Covid-19.

C46. Public Sector

This category recognises the most effective and successful use of PR by a public sector organization, government departments and PR consultancies working in partnership with them. Judges will look for the most effective campaign or communication programme on a single topic such as health, crime, defence, etc.

C47. Reputation and Issues Management

This award recognizes the effective communication in the context of an issue or reputational-management work by an agency or corporate PR team, or a combination of both. The objectives, strategy and method deployed should be clearly set out as well as implantation of tactics and how negative impacts were avoided, positive achieved and improvements made. Because of the sensitive nature, entrants may mark parts of their submission as strictly confidential and not for publication.

CATEGORIES: CAMPAIGN AWARDS

C48. Sports

This award recognises successful campaign that demonstrates the best use of PR to promote a live sporting activity/event or brand. Judges will look at marketing efforts and brand communications that impact brand or organisation perception.

C49. Technology

This category awards the innovation use of technology and most effective business-to-business or consumer campaigns. These may include, but are not limited to, product launches or innovations, uses and applications of technology, or technological issues and advancements. Judges will look at innovative and effective ways that technology has been incorporated into the PR campaign, how technology is used to deliver action orientated communications or experiences that have a tangible effect and pivotal to its success.

CATEGORIES: PEOPLE, TEAM & COMPANY AWARDS

PT01. Best Culture of the Year

This award recognises the agency that demonstrates a distinctive and passionate working culture in line with the company's vision and values. The best culture fosters collaboration — inspiring others and creating a place that helps to attract and recruit talent – and ultimately business growth. Entrants should demonstrate how the agency cultivates a culture to drives forward thinking and challenges conventions.

PT02. Diversity& Inclusion Company of the Year

This category will recognise companies with the strongest commitment to diversity and inclusion. Companies that are pushing boundaries and shaping their own path. Judges are looking for examples of activities/initiatives that have helped build diverse teams, create an inclusive work environment, or foster a culture that is inclusive of a diverse audience.

PT03. Young PR Professional of the Year (Corporate Communications)

This category awarded to PR professionals within in-house departments who are at the age of 30 or under as of 30 JUNE 2023. Nominations are accepted from employers, who should include details of the nominee's career history, their exact age, and professional qualifications. Please include client testimonial(s) as support material.

PT04. Young PR Professional of the Year (Agency)

This category awarded to PR professionals within in-house departments who are at the age of 30 or under as of 30 JUNE 2023. Nominations are accepted from employers, who should include details of the nominee's career history, their exact age, and professional qualifications. Please include client testimonial(s) as support material.

PT05. PR Team of the Year (Corporate Communications)

This category awarded to in-house corporate, government, or non-profit communications team, this award recognizes success in addressing issues related to management, corporate communications, and campaign execution, including crisis situations.

CATEGORIES: PEOPLE, TEAM & COMPANY AWARDS

PT06. PR Team of the Year (Agency)

This category awarded to the PR communications team in agency, this award recognizes success in addressing issues related to management, corporate communications, and campaign execution, including crisis situations.

PT07. PR Professional of the Year (Corporate Communications)

This award recognizes the work of an in-house PR professional, whose leadership is advancing the public relations profession.

Judges will look for evidence of outstanding achievement within the client side of the PR industry, scope, innovation, leadership and industry contribution within the eligibility period.

PT08. PR Professional of the Year (Agency)

This category awarded to an individual who has demonstrated innovation and leadership in their agency and to the profession. Judges will look for evidence of outstanding achievement within the agency side of the PR industry, innovation, leadership, new business development initiatives, scope and industry contribution during the eligibility period.

PT09. PR Agency Head of the Year

This category awarded to outstanding professional performance by an individual who has full operational responsibility for either a specific consultancy, or a network of consultancies.

PT10. PR Corporate Communications Head of the Year

This category is awarded to an outstanding professional performance by an individual who has full operational responsibility for corporate communications of a company.

JUDGING

An independent jury consisting of leading client marketers will judge the entries. Great care is taken in selecting a judging panel comprising the right balance of specialist knowledge, experience and objectivity. Strict guidelines, designed to eliminate vested interest or breaches of rules of entry, will be followed. In all categories, judges will look primarily for projects that have delivered against the client advertiser's objectives. Winning projects will be able to offer demonstrable success in this regard. However, judges will also take into account the 'level of difficulty' of those objectives and the degree to which they have been met using innovative and creative treatments.

Judging - Campaign Category

A detailed quantitative methodology has been developed to fairly and accurately benchmark and analyse each entry on its merits. This includes the following:

Objectives - 15%

Defining the need/objectives. Relevant to overall organizational objective and address current needs, challenges, and opportunities.

Strategy/Target Audience - 15%

Proven evidence of an insightful approach to the overall issue and target audience. Clear evidence of being true to this strategy throughout each of the campaign elements.

Creativity & Originality - 30%

Originality of the idea or concept, creative selection of communications channels and innovation in measurement of results.

Execution - 20%

Methods deployed to execute strategy, meet objectives and generate outcomes in a cost effective manner.

Evaluation & Results - 20%

Evaluation of the strategy & methods used to meet the objectives set as demonstrated by formally quantified results.

JUDGING: PEOPLE, TEAM & COMPANY AWARDS

Best Culture of the Year

- Describe how the agency creates a vision that articulates the company's purpose and values that inspire, motivate, and provide a set of guidelines on the behaviors to achieve that vision.

Culture & Diversity-(35%)

- Describe how the agency promotes diversity within teams including examples to illustrate how this impacts employee values and behaviors.
- Describe how the design of work processes/workplaces creates a positive and productive work environment. Highlight any initiatives that promoted gender equality.

Internal Communications-(15%)

- Describe how the agency facilitates effective communication in the workplace.
- Provide examples of the strategy and explain its role in fostering employee engagement and how it improves collaboration and promotes growth, building stronger workplace relationships for increased productivity.

Talent Retention and Development-(25%)

- Provide an overview of the talent development programme and its implementation and success during the eligibility period.
- What plans are in place to attract and retain the best talent such as training programmes, coaching, and mentorship. Please include data to support the claims (staff turnover, staff survey etc.).

JUDGING: PEOPLE, TEAM & COMPANY AWARDS

Diversity and Inclusion Company of the Year

Objectives, Values & Vision-(25%)

- Describe the organization's purpose, values, and vision for creating a diverse and inclusive workplace.
- Describe challenges encountered in implementing diversity and inclusion initiatives and/or programs and how they were measured.
- Input must focus on the communication elements of D&I programs, which may include specific issue-based initiatives, special events, or broader organizational strategies to advance the D&I goal.

Culture & Diversity-(35%)

- Describe the company's commitment to diversity and how this has translated into meaningful initiatives, best practices and/or programs.
- Describe how the company addresses stereotyping, bystander awareness, unintentional bias, or promotes a culture of change to support diversity, equity, and inclusion.

Talent Management-(20%)

- Provide examples of creative and innovative approaches/initiatives and to include evidence embedded in current or future talent management strategy.
- Describe any strategy implemented and provide evidence of improvement in employee growth / talent turnover / talent satisfaction. A training and development program may be provided as evidence.

Achievement-(15%)

- Demonstrate how diversity has positively impacted organizational culture and financial performance and provide examples of metrics used to measure success, such as employee survey results and segments.

Industry Contribution-(5%)

- Provide evidence of industry initiatives and community activities (this encompasses efforts both inside and outside the industry). Provide examples of how your agency has contributed to improving the image of PR in your marketplace.

JUDGING: PEOPLE, TEAM & COMPANY AWARDS

Young PR Professional of the Year (Agency) / Young PR Professional of the Year (Corporate Communications)

Achievement - 45%

Demonstrate outstanding performance in handling PR campaigns. Evidence of goals met, objectives successfully reached, and accomplished achievements.

Strategic skills/Innovation - 15%

Show strategic skills and creativity, relevant to brief and results. Nominee's ability and willingness to extend their range of PR skills.

Leadership - 10%

What are the nominee's contribution to the advancement of the PR practice?

Business Growth - 10%

Contribution to new business development or business growth.

Success - 10%

Sustainable achievements. Successful projects the nominee has contributed to and also his/her role in their success.

Industry Contribution - 10%

Details of the individual's contribution to the industry (can include activities outside of work, charity, industry association etc.)

JUDGING: PEOPLE, TEAM & COMPANY AWARDS

PR Team of the Year (Agency) / PR Team of the Year (Corporate Communications)

Objectives - 30%

Overall organisation's goal and the role of PR team in achieving them and how they met challenges to achieve the objectives.

Achievement & Success - 35%

Provide details on how the team has led the PR initiatives that contributed to the success and reputational and financial growth of the company/agency. Demonstrate how the team played a positive role in enhancing the agency/company's business.

Innovation- 10%

Demonstrate strategic skills, innovation and how the team achieved best practices in planning, management and execution.

Leadership - 10%

How the team has led, fostered and developed Corporate PR across the agency/company and talent.

Business Growth - 10%

Contribution to new business development or business growth.

Industry Contribution - 5%

Demonstrate how the team played a positive role both internally and externally including thought leadership initiatives.

JUDGING: PEOPLE, TEAM & COMPANY AWARDS

PR Professional of the Year (Agency) / PR Professional of the Year (Corporate Communications)

Achievement & Success - 50%

Evidence of goals met, objectives successfully reached and any corresponding international and local award recognition.

Strategic skills/Innovation - 20%

Show strategic skills and creativity, relevant to brief and results. Nominee's ability and willingness to extend their range of PR skills. Examples of unique approaches to problem solving.

Leadership - 10%

Garnered a reputation of leadership, contribution to the PR industry to greater achievement.

Business Growth - 10%

Evidence of new business development initiatives that contributed to success and financial growth of the agency.

Industry Contribution - 10%

Playing a positive role in improving the role of PR in Asia including thought leadership initiatives.

JUDGING: PEOPLE, TEAM & COMPANY AWARDS

PR Agency Head of the Year / Corporate Communications Head of the Year

Achievement- 40%

Clear evidence of strategies derived to achieve objectives.

Strategic skills/Innovation - 15%

Show strategic skills and creativity, examples of work and results.

Leadership - 15%

Garnered a reputation of leadership. Details of the agency's development (and the role the agency head has played in it), whether disciplines or capabilities.

New Business Development / Business Growth - 10%

Details of new business performance during eligibility period and the specific role played by the agency head.

Success - 10%

Playing a positive role in improving the communications both internally and externally including thought leadership initiatives.

Industry Contribution - 10%

Playing a positive role in improving the role of PR in Asia including thought leadership initiatives.

KEY DATES, ELIGIBILITY & FEES

WHO SHOULD ENTER?

The awards are open to PR consultancies, solo practitioners and corp comm departments.

ELIGIBILITY PERIOD

Work conducted must be between 1st November 2023 to 31st October 2024 in order to be eligible.

ENTRIES OPEN

5th December 2024

ENTRY FEES

From 5th December 2024 to 30th December 2024: Rs. **10,945 per**
entry + GST From 31st December 2024 to 15th January 2025: Rs.
12,650 per entry GST

ENTRY PROCESS

Each entry must include the following to be considered complete:

- Completed online entry form.
- Every question has a word limit of 125.
- Supporting materials can be uploaded under microsite links on the entry form.
- Each supporting item should not be more than 10 MB.
- Total payment for all entries should be submitted online, by cheque or bank transfer before the final deadline to submit entries. Failing which, entries will not be accepted and allotted for the jury round.
- Entry must be endorsed. Without endorsement, the entry may not proceed to judging round.

PAYMENT METHODS

By cheque

Account Name: Haymarket SAC Publishing (India) Pvt Ltd

Campaign India,

Haymarket SAC Publishing (India) Pvt Ltd, Voltas Premises, F Block, Ground Floor, T.BKadam Marg, Chinchpokli (E), Mumbai 400033.

By online transfer

Account Name: Haymarket SAC Publishing (India) Pvt Ltd

Bank Name: HDFC BANK

Current Account Number: 03572020000023

Branch Address: Shapoorji Pallonji Building, Dr. Shirodkar Marg, Near KEM Hospital, opp. Bata Showroom, Mumbai – 400 012, Maharashtra, India

SWIFT CODE: HDFCINBB

RTGS / NEFT IFSC CODE: HDFC0000357

On a single e-mail, enlist entry title, entrant company name, category for each entry and total number of entries and send the same with proof of online payment confirmation to: ayushi.singh@haymarketsac.com

TERMS AND CONDITIONS

Please ensure that each entry complies with the following rules. Failure to comply with these rules may result in your entry being disqualified at an early stage in the judging process.

AWARDS TYPE: For all Campaign categories Gold, Silver, and Bronze will be awarded. For People, Team, Company and Grand Prix, we will be awarding one GOLD WINNER only. It will be subjected to judges' unanimous decision on what type of awards are to be given in the respective categories. This may also result in awards being given of the same type or no award.

In cases where there are three or fewer entries in the category, the judges will unanimously decide whether there should be a shortlist and/or whether an entry is awarded any type of award in the final round of judging.

CANCELLATIONS AND REFUNDS: If an Entrant wishes to withdraw an entry, the Entrant must notify the Organiser by email to campaignawards@haymarketsac.com

COMPLAINTS PROCEDURE: If there is a complaint about any award-winning or shortlisted entry, the Organiser may at our absolute discretion choose to investigate the complaint.

If we choose to investigate a complaint, the Entrant must cooperate fully with us in relation to that investigation, including by providing us with any information requested.

TERMS AND CONDITIONS

CONFIDENTIALITY: Your entry and any supporting documentation will not be considered confidential information unless clearly identified as 'Confidential.' If there is certain information in the written entry paper or supporting documents that must be kept confidential, please indicate this clearly by highlighting the specific parts in yellow . Please do not simply mark the entire entry "confidential".

Notwithstanding the foregoing, Confidential Information does not include information that is public-facing or generally known to the public at the time of disclosure or becomes generally known through no wrongful act on the part of the Haymarket.

The Organiser reserves the right to publish details of the entries in any related publications and materials.

The Entrant understands and agrees that Haymarket SAC Publishing (India) Private Limited may be required to disclose Confidential Information included in the entry to comply with applicable laws or governmental regulations or a valid order issued by a court or government agency of competent jurisdiction.

CREDITS: All details under the **credits section must be accurate and consistent** across the online entry form and written submission. These credits will be published and used for awards presentations, trophies, and all awards-related material. Once submitted, these cannot be changed.

TERMS AND CONDITIONS

DEADLINES: The Entrants must submit their entries according to the respective entry deadlines, including completion of payment, to allow sufficient time to process and resolve any issues before the entries are pushed forward for preliminary judging. Any delay might result in disqualification.

DISPUTES: The Organiser reserves the right to withdraw any entry that breaches the regulations in the event of a complaint against any winning or shortlisted entry, the Organiser will conduct a full investigation into each case and will request detailed documentation from all parties concerned, including the complainant, the entrants, and the client.

The Entrant will be solely responsible for clarifying the case including confirmation of approval from the brand's representative. The Organiser will have no hesitation in withdrawing an award in cases where the complaint is upheld.

DUPLICATE ENTRY: Duplicate entries cannot be withdrawn or cancelled, and the Entrant will be liable for the entry fee. The paid fee is non-refundable. Any entry fees due but unpaid at the time of withdrawal are immediately due and payable.

The Entrant may request to replace the duplicate entry with a new category or move the duplicate entry to a new category with the Organiser's approval provided that the entry fee paid will not be refunded in respect of any fee difference between the entry fee payable for the original category or the new category. The Entrant is required to pay any additional amount in respect of any fee difference between the entry fee payable for the original category and the new category.

TERMS AND CONDITIONS

ELIGIBILITY: To be eligible, all entries must comply with the Terms and Conditions, including requirements set forth in the Entry Kit and Entry Requirements.

All entries must relate to achievements **ONLY** during the eligibility period. Written entries that do not focus on the eligibility period but include achievements outside the review period will be disqualified.

Entries must be truthful, and factual where applicable.

Entries must be original and owned, and no additional. Permissions or approvals from a third party should be required for use of the entry materials as stated herein and on the Awards Entry Page.

We reserve the right to reject any entry/ies and/or rescind any Award that fails to comply with stated requirements, The Entrant remains responsible for any entry fees. No refunds will be issued as a result of rescission.

ENDORSEMENT: For brand and campaign entries submitted by or on behalf of the brand or its companies, the entries must be endorsed by the brand representative who is authorised to approve the entry and endorse the data to be true and accurate.

For people categories, the nominee cannot endorse his or her submission. In cases where the nominee is the most senior member of management/brand representative, the second most senior representative must endorse the entry.

TERMS AND CONDITIONS

ENTRY CHANGES:

Once an entry is submitted on the entry platform, all credits or any details related to the written submission, summary, supporting material, images, or video cannot be changed.

ENTRY SUBMISSION

For each entry, you must provide separate documentation, supporting materials, and an entry fee. There is no limit on the number of entry submissions, and you can enter multiple categories with the same entry. However, you should tailor your entry relevant to that specific category even when the criteria appear to be the same to avoid being penalised during judging.

The written submission must address and answer the criteria for the chosen category as stated on the entry template. Judges may, at their discretion, reassign, provide a low score, or disqualify the affected entry if it does not answer the category or replicates the same across multiple categories.

For multi agencies entering the same category, all agencies and clients must agree on a joint entry. Any duplication or disputes might result in disqualification. The Entrant agency is solely responsible for providing clarification.

TERMS AND CONDITIONS

ENTRY FEE: Once the entry has been submitted via the entry platform, entry fees are chargeable, and you will be liable to pay for the entries, even if you have not proceeded to the payment page or in the event of disqualification, entry withdrawal, duplicate submissions, or non-endorsement by management.

Entries submitted are non-returnable.

Entries unpaid by the respective deadline (**Early Bird Entry Deadline by 30th December 2024 and Final Entry Deadline by 15th January 2025**) may be disqualified.

Haymarket SAC Publishing (India) Private Limited will retain the right to claim for unpaid entry fees and reserves the right to disqualify any unpaid entries and seek legal action to claim for any unpaid entry fees.

EXECUTIVE SUMMARY: Please do not provide any sensitive or confidential information in your Executive Summary, which will be published should your entry win and shall be visible to the judges during the judging stage.

The summary should be strictly about your entry. **DO NOT** provide irrelevant information or company credentials for promoting or marketing purposes

FORMAT: Formats and file sizes of the entry submission paper, images, and supporting materials must be strictly adhered to. The Entrant is responsible for ensuring all formats are to be followed strictly as per the guidelines. Failing to do so might result in the entry being scored low by the judges and may result in disqualification.

TERMS AND CONDITIONS

JOINT COLLABORATION: Where multiple agencies/suppliers have worked on the same program/initiative/event, it must be agreed in advance between all parties involved as to who will make the entry. All parties who have contributed to the same program/initiative/event should be credited. All credits will be used to publish and appear on the winning trophy.

If the same entry is submitted by two different entrant companies, or multiple agencies and brand companies have entered the same work, the submission may be treated as a joint entry at the Organiser's discretion. Any duplicated entry, the entry fee will be forfeited.

JUDGING: The entry kit may provide judging criteria for the Awards. The judges determine if an entry is worthy of being shortlisted or winning an award. All consideration of Entries is based solely on the merits of the information provided in your entry.

- The judges' decisions are final and neither the Organiser nor the judging panel will enter any correspondence about them.
- The judges have the right to re-distribute the entries into other relevant categories or not award the category if they feel the entries are not suitable in the category entered. Category changes will be made solely at the discretion of the judges and their decision is final.
- We reserve the right to make or not to make any award in any given category.

TERMS AND CONDITIONS

LANGUAGE: Entry submission includes but is not limited to the online entry form, written submission paper must be in English only. Any supporting material or any video submission that is not in English should be accompanied by a translation to avoid being penalized during judging.

LIABILITY: The Entrant agrees to indemnify and hold harmless Haymarket SAC Publishing (India) Private Limited from any and all claims, liabilities, losses, costs, and expenses (including reasonable attorneys' fees) and damages arising out of or resulting from the Entrant's breach of any representation or warranty contained in the Terms and Conditions.

You shall not exclude or limit your liability under these Terms and Conditions, including for loss of goodwill and reputation.

We shall not (whether in contract, tort, negligence, statutory duty, or otherwise) be liable to you under these Terms and Conditions for consequential, indirect, or special damages (including indirect loss of profit and indirect loss of revenue).

Subject to the clauses above, our maximum aggregate liability to you under these Terms and Conditions (whether arising in contract, tort, negligence, statutory duty, or otherwise) shall not exceed the entry fees you paid to us for the related Award submission.

TERMS AND CONDITIONS

LICENSE: By submitting the entry, the Entrant hereby grants to Haymarket SAC Publishing (India) Private Limited, a worldwide, perpetual, royalty-free, non-exclusive, right, and revocable license, to use, reproduce, publish, distribute, display, modify (for formatting purposes), non-confidential portions of the Entry (such as program/initiative images or videos) in any media in connection with the Awards for educational, promotional, and publicity purposes (“License). Each Entrant represents and warrants that it owns or has secured the necessary permissions or approvals from a third party(lies) to provide the License for Haymarket use as described hereinabove.

MODIFICATION REQUEST: Any changes after the submission of the entry will be subject to review and prior approval by the Organiser. Not all requests will be accommodated.

PAYMENT: All payments for submissions must be made at the point of submission confirmation. Once you confirmed to **SUBMIT ENTRY**, your entry will be processed and from this point forward, the Entrants are liable for all entry fees including any duplication of entry.

PUBLISH: The Organiser reserves the right to publish all entries wholly or in part, as case studies or for publicity purposes. The Entrants are responsible for highlighting any confidential or sensitive information. Please refer to the Confidentiality Section for further guidance.

QUERIES: Judges reserve the right to raise queries regarding the information provided on the written submission and supporting material and will penalize any entry should there be evidence of inaccurate and misleading claims, which could lead to the entry being disqualified.

TERMS AND CONDITIONS

RULES: The Organiser reserves the right to withdraw any entry which breaches any of the Awards Organiser's rules. In the event of a complaint against any winning or shortlisted entry, the Organiser will investigate each case and will request detailed documentation from all parties concerned, including the complainant, the Entrants and the client. If the complaint is upheld, entries and, if applicable, awards will be withdrawn accordingly.

TROPHY CREDITS: Trophy credits will be based on information provided on the online entry form under the "Credits Section". Any request for trophy credits changes before the event is completed is not allowed. The request will be evaluated by the Organiser.

campaign INDIA



AWARDS
INDIA 2025

Campaign India

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