

THE ADVERTISING CLUB'S
EMVIES
— 2021 —

Submit your entries at www.emviesawards.com

The last date for submitting entries: Monday, 11th October, 2021

The EMVIES Awards Ceremony on : Friday, 25th February, 2022

It is time for the EMVIES again!

Over the years, The Advertising Club has been honoring the best work in media through the EMVIES. And so will it continue to do this year.

EMVIES 2021 will retain the best practices of the past years. And as usual, we will also have a few more firsts this year

What is new at EMVIES 2021?

- Introduction of a new category: Best response to COVID 19
- Category Consumer Durables under Best Media Strategy & Best Integrated Campaign will be divided in two sub categories:
 - **Consumer Durables – Tech Products**
 - **Consumer Durables – Other Products**
- The category Best Media Innovation – Radio will now be renamed as Best Media Innovation – Audio (Radio, Podcasts & Others)
- **SPECIAL DISCOUNT (ONLY FOR THIS YEAR)**
This has reference to various discussions held at the Pre Town-Hall Meeting dated 27th October, 2020 and the recently held Town Hall Meeting dated 7th July, 2021 regarding the pricing of the entry fees at the forthcoming EMVIEs especially in the wake of the Pandemic in the form of COVID 19. The Adclub Managing Committee has discussed the subject at length and would like to inform the entrants that we have considered to lower the entry fees by 10% for all categories exclusively for this year only.

ADDITIONAL DISCOUNT OF 5% FOR SUBMISSION OF 50 OR MORE ENTRIES:

We are also happy to announce an additional discount of 5% on the total cost (prior to deduction of GST) only for those agencies who will submit 50 or more entries. Thus, additional discount of 5% will not be applicable to agencies submitting 1 to 49 entries.

YOUNG EMVIE OF THE YEAR – REDUCED FEES

Every entry submitted for the category Young Emvie of the Year will be charged an entry fee of Rs.10000/- plus GST 18% i.e., Rs.11800/- as against Rs.18000/- per entry charged last year.

You will discover many such new things as you read along. We have arrived at all these by co-opting participating media agencies and taking their suggestions on board basis an EMVIES Town Hall and Jury feedback.

The EMVIES is meant to primarily recognize the outstanding work specifically done by the media agencies and will continue to be so.

EMVIES 2021 will reward the work done during the period 1st April, 2019 to 31st March, 2021. (24 Months)

To choose the winners, there will be a two-stage judging process as usual, which will focus on rewarding work that meets the following criteria: Strategic challenge & Objectives, the Originality & Uniqueness of the solution, Bringing the Solution to Life and Impact on Client's Business. Round I will be judged by senior Media Agency professionals and Round II (Case Study Presentation) by senior Marketing and Creative Agency professionals. There will be Gold, Silver and Bronze awards given in each category.

Do read on for more details about the EMVIES 2021.

Partha Sinha

Chairperson, EMVIES Committee

Aditya Swamy

Co-Chairperson, EMVIES Committee

Bipin R Pandit

Chief Operating Officer

SECTION 1 : CATEGORIES FOR EMVIES 2021

Best Media Strategy (Entries can cover a combination of offline & online media strategy or only offline media strategy):

1. **Best Media Strategy - Consumer Products - Cosmetics, toiletries, personal hygiene**
2. **Best Media Strategy - Consumer Products - Beverages and drinks**
3. **Best Media Strategy - Consumer Products - Confectionary and food**
4. **Best Media Strategy - Consumer Products - Others** (includes detergents, floor-care products, fabric softeners, Mosquito Repellant, balms etc.)
5. **Best Media Strategy - Consumer Durables - Tech Products** - Smartphones, Laptop, IOT, Apps etc.
6. **Best Media Strategy - Consumer Durables – Other Products** - AC/TV/Fridge/Washing machines etc.
7. **Best Media Strategy - Services** (includes banking, finance, credit cards, telecom, e-commerce, online products and Services, Government, Healthcare etc.)
8. **Best Media Strategy - Media** (includes work done for any Media Owner as a Client)
9. **Best Digital Strategy** (Entries can cover online media strategy only – even if a brand has used offline media, entry in this category should focus solely only on the online strategy)
10. **Best Media Innovation : Television**
11. **Best Media Innovation : Print - Dailies** (includes daily/weekly/monthly supplements of publications in a daily format)
12. **Best Media Innovation : Print - Magazines** (includes daily/weekly/monthly supplements of publications in a magazine format)
13. **Best Media Innovation : Out of Home** (Use of traditional formats like hoardings, bus shelters, pole kiosks and all forms of transit advertising)
14. **Best Media Innovation : Ambient Media** (Use of large scale and small-scale formats that demonstrates best adaptation and use of location or environment. Excludes traditional formats included in Out of Home category. Includes on ground use in multiplexes, movie halls and malls)
15. **Best Media Innovation : Cinema** (Limited to use "on" cinema screen and "within" movie content. Includes branded film tie ups)
16. **Best Media Innovation – Audio (Radio, Podcasts & Others)**
17. **Best Media Innovation : Digital – Search**
18. **Best Media Innovation : Digital – Social Media**

19. **Best Media Innovation : Digital – Mobile / hand held devices**
20. **Best Media Innovation : Digital – Display**
21. **Best Media Innovation : Digital – Video**
22. **Best Media Innovation : Digital – Multiple Platform** (A combination of a minimum of two - Digital Sub-categories)
23. **Best Media Innovation : Best Use of Emerging Technology for a Media Solution** (Entries can cover any media – offline or online or both). This applies to campaigns or projects that have best leveraged new & emerging technologies for a media solution (excludes research & analytics which can be submitted under Category 33). This can also involve partnerships with technology companies.
24. **Best Media Innovation : Best Use of Influencer Marketing for a brand** (Entries can cover any media – offline or online or both)
25. **Best Media Innovation : Events / Experiential Marketing** (Entries to be limited to bespoke solutions that were conceptualized, organized & executed specifically for a brand)
26. **Best Media Innovation : Direct Marketing**

Best Media Innovation : Branded Content - Entries can cover any media – offline or online or both. Refers to promotion of a brand's value and positioning by going beyond traditional advertising options and utilizing the generation of content. Only advertiser funded programs and original content creation.

Work in these categories will be judged on how successfully the placement of the content was used to engage with the consumers and deliver measurable results. Please note that the entries in these categories will not be judged on the content itself, but the role of media in creating, leveraging, and amplifying the content.
27. **Best Media Innovation : Branded Content - Use of Branded content in film, TV, music video, sponsorship** : Including product placement and branding in film, TV, music video, sponsorship, etc.
28. **Best Media Innovation : Branded Content - Use of Branded Content Created for Digital, OTT or Social** : Including product placement and branding in OTT, Web series , social media, websites, microsites, mobile applications, games etc.
29. **Best Media Innovation : Rural Activation** : Any activity targeting the Rural market consumer. It includes non-traditional media, on ground activation, as far it's meant to promote the product in Rural market only. Many brands are promoting themselves specifically in rural market. Though mass media reaches lot of large rural markets, lot of brands conduct activity that local, engaging and meant to reach to rural masses in their own language and tone. Lot of them work and do show traction in mind measures and sales. Besides the traditional media this media needs to be captured and rewarded.
30. **Best Media Innovation : Sponsorships** : Entries can cover any media – offline or online or both. Covers best use of sponsorships of advertising options like a reality TV show or serials, one-off Integrations of a product within online or offline content, regular radio programs, regular publication columns, online sites, live events, and platforms etc.

31. **Best Media Research / Analytics : Best Media Research using proprietary data** (includes primary research and proprietary client data)
 32. **Best Media Research / Analytics : Best Media Research using existing data** (covers use of data bases like TAM, BARC, IRS, TGI, publisher data etc.)
 33. **Best Media Research / Analytics : Best use of Analytics/Data Technology** leveraging existing or progressive technologies for driving insights or business. Strategic collaborations with analytics / technology providers will be considered.
- Best Integrated Campaign** : An award for the Best Integrated Campaign with a minimum of 3 (three) media vehicles.(e.g. TV / Print / Radio / Search / Video / Social / Display / Mobile / OOH / others)
34. **Best Integrated Campaign : Consumer Products - Cosmetics, toiletries, personal hygiene**
 35. **Best Integrated Campaign : Consumer Products - Beverages and drinks**
 36. **Best Integrated Campaign : Consumer Products - Confectionary and food**
 37. **Best Integrated Campaign : Consumer Products - Others** (includes detergents, floor-care products, fabric softeners, Mosquito Repellant, balms etc.)
 38. **Best Integrated Campaign - Consumer Durables - Tech Products** - Smartphones, Laptop, IOT, Apps etc.
 39. **Best Integrated Campaign - Consumer Durables – Other Products** - AC / TV / Fridge / Washing machines etc.
 40. **Best Integrated Campaign : Services** (includes banking, finance, credit cards, telecom, e-commerce, online products and Services, Government, Healthcare etc.)
 41. **Best Integrated Campaign : Media** (includes work done for any Media Owner as a Client)
 42. **Best Ongoing Media Campaign** : The campaign should have run for a minimum period of 2 (two) years. It should be outstanding work that has consistency and continuity. The work should be from the same agency for all the years entered in.
 43. **EMVIE for Good** : EMVIE for Good applies to campaigns with social messages/causes that are done by non-profit organizations, associations, public bodies, government agencies / departments and companies / brands which address a civic, social or environment problem. A campaign done by a commercial organization / brand towards a social message / cause will be eligible, as long as the evidence of the campaign's success is skewed more towards the cause rather than building its own commercial / brand / organizational equity.
 44. **Best Implementation Team of the Year** : The Team which has surmounted implementation and operational challenges to make an innovation come alive. The Jury in Stage II will determine conferring this award from the shortlisted entries in Category, Best Media Innovation.
 45. **Best Media Buying Team of the Year** :
The entries for this category will be limited to the Media Buying Teams of Agencies (max of 5 individuals per entry). The entry should detail at least 3 Buying case studies done for a client or set

of clients across any medium be it Television / Print / Radio / Digital / OOH / Cinema / Content etc. for the said period. The 3 case studies should be distinct and cover the work done in any of the following areas

- Breakthrough low absolute price and steps taken to get it
- Steps taken to beat inflation
- Best at creating a win-win deal for both Advertiser and Media Owner
- Maximum value adds extracted in a deal.
- Redefining buying benchmarks
- Deal management and Implementation steps taken to deliver Media goals and beating Going In Price benchmarks.
- Creating a new buying currency

46. Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing :

Entry can cover any media. Participating agencies should not be a part of any global agency network / large media independent and should submit proof of annual billing not exceeding Rs.50 crores during 1st April, 2019 – 31st March, 2021.

47. Young EMVIE Of The Year :

Honoring the below 30 years of age Media Professional (not more than 30 (thirty) years as on 31st March, 2021). She or he should have contributed significantly to a media initiative or media campaign. The entry should detail the work done and the exact role the person played in at least 3 (three) different pieces of work across any of the categories for the period.

The category 'YOUNG EMVIE' which endures its magic amongst the industry's young talent alike yester years; will be introduced with an innovation to present the first three winners with an excellent opportunity to have an exposure and get work profile experience from the best names in the industry like Google, Facebook, Netflix.

48. Best Media Partner of the Year :

The Best Media Partner with the highest aggregate score accumulating points of Categories **10-30**. This score will be calculated from the "Key Media Partner" submissions in the Entry Form for Categories **10-30** **(Only ONE Media Partner who was the most critical partner for the innovation must be mentioned in the form; if many Media Partners are mentioned, the first one mentioned will be chosen as the default Key Media Partner for that entry)** and will be awarded in the following categories:

01. Television
02. Print
03. Out of Home/Ambient Media
04. Cinema
05. Radio
06. Digital

49. Best response to COVID 19 :

It could be not restricted to any particular type of media. This award will recognize brands which had the best media thinking as a response to COVID 19. It can include online / offline / created / bought on own - any kind of media.

SPEICAL AWARDS :

1. Grand EMVIE :

The entry with the highest points in Categories 1 to 41.

2. Best Media Agency of the Year :

The agency with the highest aggregate score accumulating points of Categories 1 to 43.

3. Best Media Client of the Year :

The client with the highest aggregate score accumulating points of Categories 1 to 43.

SECTION 2 : CATEGORYWISE JUDGING CRITERIA AND ENTRY REQUIREMENTS

Outlined below are the judging criteria and entry requirements for each category. Please keep these in mind while sending in your entries.

1 to 8 : Best Media Strategy (Max 1500 words)

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The category/consumer insight
- The media solution- specifically outlining the strategic media choices made with rationale
- The result in terms of ROI and delivery against the defined objective

9 : Best Digital Strategy (Max 1500 words)

The entry should cover the following:

- The online business / marketing objective
- The target audience
- The situation analysis
- The category/consumer insight
- The online media solution- specifically outlining the strategic decisions made with rationale
- The result in terms of ROI and delivery against the defined objective

10 to 22, 24 to 30 : Best Media Innovation (Max 750 Words)

The entry should cover the following:

- The communication goal
- The situation analysis
- The media solution
- The scale of execution
- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?
- The implementation challenges (additional 150 words max over and above the 750 words mentioned above. This will be used to decide the winner of Category - Best Implementation Team of the Year, in Stage II of judging)

23 : Best Use of Emerging Technology for a Media Solution (Max 1500 words)

The entry should cover the following:

- The brand/business objective
- The target audience
- The situation analysis
- The emerging technology solution
- The scale of execution
- The result in terms of delivering the brand/business objective
- What was distinctive or revolutionary about this implementation of emerging technology?

31 to 33 : Best Media Research / Analytics (Max 1500 words)

The entry should cover the following:

- The objective
- The methodology
- The details of the research or tool developed (if applicable)
- The findings
- How did the research help the client make break through marketing / media decisions?

34 to 41 : Best Integrated Campaign (Max 1500 words)

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The integrated media solution
- The width and depth of its execution
- The result in terms of delivering the marketing objective

42 : Best Ongoing Media Campaign (Max 1500 words)

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The ongoing campaign execution and adaptation over the years
- The width and depth of its execution
- The result in terms of delivering the marketing objective

43 : EMVIE for Good (Max 750 words)

The entry should cover the following:

- The social cause/message objective
- The target audience
- The situation analysis
- The consumer insight
- The media solution
- The width and depth of its execution
- The result in terms of delivering the EMVIE for Good objective
- What makes this a relevant entry for this category?

45 : Best Media Buying Team of the Year (Max 1500 words) :

The entry should cover the following for each of the 3 (minimum) case studies submitted:

- The media buying objective
- The situation analysis
- The media buying insight
- The media buying solution- specifically outlining the strategic decision made with rationale
- The width and depth of execution
- The result in terms of ROI and delivery against the defined objective (Please note that the result needs to be as specific as possible with actuals/benchmark/indexing, to enable the jury to duly evaluate each entry given that the nature of this category is about media buying)

**46 : Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing
(Max 750 Words)**

The entry should cover the following:

- The communication goal
- The situation analysis
- The media solution
- The scale of execution
- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?

47 : Young EMVIE Of The Year (Max 1500 words)

The entry should cover the following for each of the 3 (minimum) pieces of work submitted:

- The communication goal
- The situation analysis
- The media solution
- The scale of execution
- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?
- What was the individual's contribution to the entry?

49 : Best response to COVID 19 (Max 750 words)

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The media solution
- The width and depth of its execution
- The result in terms of delivering the marketing objective

SECTION 3 : CATEGORY CODE, MATERIAL REQUIRED AND ENTRY FEES

SPECIAL DISCOUNT (ONLY FOR THIS YEAR)

This has reference to various discussions held at the Pre Town-Hall Meeting dated 27th October, 2020 and the recently held Town Hall Meeting dated 7th July, 2021 regarding the pricing of the entry fees at the forthcoming EMVIEs especially in the wake of the Pandemic in the form of COVID 19. The Adclub Managing Committee has discussed the subject at length and would like to inform the entrants that we have considered to lower the entry fees by 10% for all categories exclusively for this year only.

ADDITIONAL DISCOUNT OF 5% FOR SUBMISSION OF 50 OR MORE ENTRIES:

We are also happy to announce an additional discount of 5% on the total cost (prior to deduction of GST) only for those agencies who will submit 50 or more entries. Thus, additional discount of 5% will not be applicable to agencies submitting 1 to 49 entries.

YOUNG EMVIE OF THE YEAR – REDUCED FEES

Every entry submitted for the category Young Emvie of the Year will be charged an entry fee of Rs.10000/- plus GST 18% i.e., Rs.11800/- as against Rs.18000/- per entry charged last year.

Category	Category Code	Material Required (Case Study & relevant material) For all categories a Case Study is a must.	<u>Entry Fee inclusive of 18% GST</u>
Best Media Strategy - Consumer Products - Cosmetics, toiletries, personal hygiene	1	Only Case Study	Rs.16200/-
Best Media Strategy - Consumer Products - Beverages and drinks	2	Only Case Study	Rs.16200/-
Best Media Strategy - Consumer Products - Confectionary and food	3	Only Case Study	Rs.16200/-
Best Media Strategy - Consumer Products - Others	4	Only Case Study	Rs.16200/-
Best Media Strategy - Consumer Durables – Tech Products	5	Only Case Study	Rs.16200/-
Best Media Strategy - Consumer Durables – Other Products	6	Only Case Study	Rs.16200/-
Best Media Strategy - Services	7	Only Case Study	Rs.16200/-
Best Media Strategy - Media	8	Only Case Study	Rs.16200/-
Best Digital Strategy	9	Only Case Study	Rs.16200/-
Best Media Innovation : Television	10	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Print - Dailies	11	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Print - Magazines	12	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Out of Home	13	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Ambient Media	14	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Cinema	15	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation – Audio (Radio, Podcasts & Others)	16	MP3 Format containing not more than 3 spots : limit 90 seconds per radio spot	Rs.13500/-
Best Media Innovation : Digital – Search	17	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Digital – Social Media	18	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Digital – Mobile / hand held devices	19	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Digital – Display	20	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Digital – Video	21	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Digital – Multiple Platform	22	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Best Use of Emerging Technology for a Media Solution	23	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-

Category	Category Code	Material Required (Case Study & relevant material) For all categories a Case Study is a must.	<u>Entry Fee inclusive of 18% GST</u>
Best Media Innovation : Best Use of Influencer Marketing for a brand	24	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Events / Experiential Marketing	25	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Direct Marketing	26	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Branded Content - Use of Branded content in film, TV, music video, sponsorship	27	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Branded Content - Use of Branded Content Created for Digital, OTT or Social	28	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Innovation : Rural Activation	29	Proof of Work (Snapshots of Videos / pictures of the activity restricted to 3 mins)	Rs.13500/-
Best Media Innovation : Sponsorships	30	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.13500/-
Best Media Research / Analytics : Best Media Research using proprietary data	31	Only Case Study	Rs.16200/-
Best Media Research / Analytics : Best Media Research using existing data	32	Only Case Study	Rs.16200/-
Best Media Research / Analytics : Best use of Analytics/Data Technology	33	Only Case Study	Rs.16200/-
Best Integrated Campaign : Consumer Products - Cosmetics, toiletries, personal hygiene	34	Proof of Work (static/print or Video Format or Radio in MP3 format : limit 180 seconds)	Rs.16200/-
Best Integrated Campaign : Consumer Products - Beverages and drinks	35	Proof of Work (static/print or Video Format or Radio in MP3 format : limit 180 seconds)	Rs.16200/-
Best Integrated Campaign : Consumer Products - Confectionary and food	36	Proof of Work (static/print or Video Format or Radio in MP3 format : limit 180 seconds)	Rs.16200/-
Best Integrated Campaign : Consumer Products - Others	37	Proof of Work (static/print or Video Format or Radio in MP3 format : limit 180 seconds)	Rs.16200/-
Best Integrated Campaign : Consumer Durables – Tech Products	38	Proof of Work (static/print or Video Format or Radio in MP3 format : limit 180 seconds)	Rs.16200/-
Best Integrated Campaign : Consumer Durables – Other Products	39	Proof of Work (static/print or Video Format or Radio in MP3 format : limit 180 seconds)	Rs.16200/-
Best Integrated Campaign : Services	40	Proof of Work (static/print or Video Format or Radio in MP3 format : limit 180 seconds)	Rs.16200/-
Best Integrated Campaign : Media	41	Proof of Work (static/print or Video Format or Radio in MP3 format : limit 180 seconds)	Rs.16200/-
Best Ongoing Media Campaign	42	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.16200/-

Category	Category Code	Material Required (Case Study & relevant material) For all categories a Case Study is a must.	<u>Entry Fee inclusive of 18% GST</u>
EMVIE for Good	43	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.16200/-
Best Implementation Team of the Year	44	No additional material nor any additional fee	NA
Best Media Buying Team of the Year	45	Only Case Study in pdf format (NO CREATIVE SUPPORT)	Rs.16200/-
Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing	46	Refer material requirements described in Innovation Categories for relevant media	Rs.5401/-
Young EMVIE Of The Year	47	Proof of Work (static/print or Video Format : limit 180 seconds)	Rs.11800/-
Best Media Partner of the Year	48	No additional material nor any additional fee	NA
Best response to COVID 19	49	Proof of Work (static/print or Video Format : limit 90 seconds)	Rs.16200/-

Note:

- ❖ The case study is a must for all categories.
- ❖ No submission of separate entries for Categories 44 & 48.
- ❖ Please do not submit Storyboards or Presentation Boards or A/Vs other than Proof of Work
- ❖ For Videos the desired format is mp4, for Static/Print it is JPEG and for Radio it is MP3
- ❖ The Video should not exceed 100 MB and the duration can only be up to 90 seconds or 180 seconds as per applicable category.
- ❖ **Case Study & Proof of Work (Video, Static/Print or any other supporting material) should not mention the agency name or logo**

SECTION 4 : SUBMISSION OF ENTRIES

1. You will have to register first using the website address given by us i.e www.emviesawards.com
2. **Multiple logins are not allowed from the same account. Only one-person can login at a time.**
3. Please refer to the Help option for any support required.
4. Kindly note the **Client Authorization is a MUST**, you need to provide the Client Authorization Letter and upload to proceed further and successfully submit the entry.
5. We suggest that name of the Entrant Organization / Agency / Clients should be correctly and carefully entered, and Agencies follow a uniform policy while entering. Please use the same name across all entries without any abbreviation or short forms for agency, client and media owner. **NO CHANGES WILL BE ALLOWED POST SUBMISSION OF THE ENTRY.**
6. If work is done by multiple agencies, the work can be entered as Primary Agency (only one name) & Contributing Agency (up to maximum of two names). The scores will however be allocated only to Primary Agency.

SECTION 5 : SELF DECLARATION FORM / N.D.A.

A self-declaration form will be circulated to all judges. The judges will read, and digitally sign on the system for online judging and for Round 2 the judges will read and sign it.

No jury member can participate in voting / commenting on:

- a. Own work – An entry in whose preparation he/she have contributed his/her time and/or skills, regardless of being in employment or association with the said work.
- b. Entries where a spouse, parent or child of a jury member has contributed their time and /or skills.
- c. Entries from Media agencies with whom they are currently employed on a permanent basis/on the board of directors or Entries from agencies in which they have financial stake.
- d. They will **ABSTAIN** such entries.
- e. Failure to do so will result in disqualification of the entry from the category.

SECTION 6 :THE JUDGING PROCESS IS DIVIDED INTO TWO STAGES

Stage I :

This will have the entries judged by a panel comprising a minimum of 6-member jury. The panel will be eminent members of the media planning, research and media buying fraternity.

Stage II :

Entries which are short-listed for all categories (except Category No. 44 & 48) in Stage I will go to Stage II. In Stage II, presentations will be made to a panel comprising a minimum of 6-member jury of eminent marketing & creative agency professionals. The shortlisted case studies are sent to each jury member. The Jury members are expected to read the case studies before attending the round of case study presentation. Based on the scores Gold, Silver or Bronze are awarded.

The **Grand EMVIE** will go to an entry getting the highest score across categories 1 to 41.

The **Best Media Agency of the Year** award goes to a media agency getting the highest accumulated aggregate score from categories 1 to 43.

The **Best Media Client of the Year** award goes to a client getting the highest accumulated aggregate score from categories 1 to 43.

The **Best Implementation Team of the Year** award goes to the implementation team basis jury scores in Round II of judging for Category - “Best Media Innovation”.

Best Case Study Presentation : The audience and the judges will exercise a vote on each day of the case study presentations in Round II. The most popular presentation on each of the 5 days (50% weight to the audience vote and 50% weight to the judge’s vote) will get a special memento at the Awards Ceremony.

SECTION 7 : RULES AND REGULATIONS

Who can enter? Only media agencies are allowed to enter. Creative agencies and Clients can enter if they produce a proof of their role in actual planning and/or buying of the media and its release.

Entrant Organisation Parentage: The decision on Group Agency or Standalone Agency as Entrant is that respective Agency/Group’s decision. They will need to upfront inform Ad Club if they want to enter

as a Group or as separate agencies. Once decided as Group, then all entries must be under that Group. Similarly, if under Agency, then consistently work done by the Agency can only be entered under that Agency. We will not allow an either/ or option where a Group enters some work under Group and some under a constituent Agency. **Once an entry is submitted, no further change will be allowed in the organization name or parentage**

- a. The work entered should have been executed between **1st April, 2019 to 31st March, 2021. (24 Months)**
- b. None of the entries should have name of the entrant, logo, and agency. Even the Video containing the creative should not have the agency logo or the agency name. The entry will be disqualified if this is not followed.
- c. Entries must be for a genuine client of the agency and as part of the client's marketing activity in the year **2019-2021** and not created for the purpose of winning an award. Verification of the client and legitimacy of the entry will be done by The Advertising Club.
- d. **An Online Entry Form must be filled with all the required details. Entry forms not filled in correctly / incompletely are likely to be disqualified. Entries that are not correctly paid for are also liable to be disqualified. No refund is allowed in such cases. Incomplete entries or entries which violate this norm will be disqualified.**
- e. **Once an entry is shortlisted for Round II, all the shortlisted entrants will have the option to produce an A/V, for the final round of presentations.**
- f. Entry fee once submitted will not be refunded regardless of if the entry is withdrawn / disqualified. The Tax Invoice will not be modified / altered at any circumstances.
- g. The decision of the jury will be binding and final on the entrants.
- h. The points for the five categories namely Best Implementation Team of the Year, Best Buying Team of the Year, Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing, Young EMVIE of the Year, Best Media Partner of the Year will not be considered in the computation for Media Agency of the Year or the Media Client of the Year.
- i. The new category, Best response to COVID 19 will not be considered in the computation for Grand EMVIE, Media Agency of the Year and Media Client of the Year.
- j. Upload Proof of work (Static/Print or Video file) on the website. Kindly note that the system generated Invoice should be sent by mail to Mathew@theadclub.in and support@emviesawards.com along with the payment details which are in the form of offline payments i.e. cheque / DD / transaction receipt of NEFT / RTGS / Mobile Banking.
- k. The Media Innovation entries should be accompanied by the necessary creative material.
- l. **The name of the entry, the contributors, the client organization and the entrant organization cannot be changed once the entry is submitted to The Advertising Club.**
- m. There can be only one Entrant Organization name in the entry form. However, in the Names of Contributors in the entry form, multiple organization names will be allowed – these organizations

should have contributed or collaborated on the submitted entry. Irrespective of the number of contributing organizations, the total names of individual contributors should not cross eight in the entry form.

n. Allocation of Points :

Points will be allocated on the basis of Gold, Silver or Bronze. Where an award is shared, points will be allocated equally. Gold will be allocated 15 points. Silver will be allocated 10 points. Bronze will be allocated 5 points.

GRAND EMVIE : The points obtained for winning a GRAND EMVIE will be included in computation of the Best Media Agency of the Year, Best Media Client of the Year & Best Media Partner of the Year. A Grand EMVIE generally goes to an entry that is also a Gold winner in a particular category; hence the marks will be allocated only once i.e. for the Grand EMVIE and not for the Gold. The winning entry will get only one trophy– the Grand EMVIE. A Grand EMVIE gets 20 points.

Mode of Payment: Entrants may make online through Gateway System (preferred) or a consolidated payment by cheque, DD (Cheque or DD should be in favour of “THE ADVERTISING CLUB BOMBAY)

In the event of Cheque/NEFT/RTGS/Mobile Banking it is compulsory to send the copy of the Payment Advise or UTR NO. (To be emailed to support@emviesawards.com, mathew@theadclub.in) along with system generated invoice copy. There will be no refunds for any reason.

NEFT/RTGS DETAILS :

Bank Name:-	ICICI BANK
Account Name:-	THE ADVERTISING CLUB BOMBAY
Bank Account No:-	034801006181
Account Type	Saving
Bank Branch:-	396/410, Shamitha Terrace, Lamington Road, Opera House, Mumbai - 400004.
IFSC Code:-	ICIC0000348 (used for RTGS and NEFT transactions)

Exclusively for Technical support only, please email to support@emviesawards.com

For Process related support, please email to smita@theadclub.in, gopal@theadclub.in

For Accounting / Invoicing support, please email to mathew@theadclub.in, neehar@theadclub.in

Note : EMVIE material becomes the property of The Advertising Club and will not be returned. The Advertising Club reserves the right to make copies of selected creative material for education and publicity purpose and upload the case studies & creatives on website.

NOTE : THE ENTRY APPLICATION FORM WILL BE A PART OF THE ONLINE SUBMISSION. HENCE YOU ARE REQUESTED TO UPDATE THE ENTRY FORM ONLINE.

SECRETARIAT DETAILS:

The Advertising Club
 504, Radhe Vallabh Society, Old Modi Chambers, French Bridge Corner,
 Opera House, Mumbai 400004.
 For any further assistance please contact:
 Mathew Samuel (Finance Manager): 9820369410
 Smita Khot: 9869022258
 Neehar Chury: 8082763652
 Gopal Singh: 9867138115
 Technical support: 7207160365
 E-mail: adclub@theadclub.in twitter:@TheAdClub_India
 Website: www.theadvertisingclub.net facebook: / TheAdvertisingClub

SECTION 8 : THE EMVIES 2021 DATE SCHEDULE (as of date & subject to change)

No.	Particulars	Day & Date	
1	Pre Town-Hall Meeting	Tuesday	27.10.2020
2	Town Hall Meeting	Wednesday	07.07.2021
3	Entry Form on Website	Monday	31.07.2021
4	Online Entry Upload Portal Opens	Wednesday	11.08.2021
5	Last date to receive the entries	Monday	11.10.2021
6	Extension 1	Monday	25.10.2021
7	Online Judging starting from (ROUND 1)	Wednesday	01.12.2021
8	Judges to submit the score sheets on (ROUND 1)	Friday	10.12.2021
9	Shortlist for Website	Monday	20.12.2021
10	CASE STUDY PRESENTATIONS (FINAL ROUND JUDGING) FROM	Monday	24.01.2022
11	CASE STUDY PRESENTATIONS (FINAL ROUND JUDGING) TO	Friday	04.02.2022
12	PROVISIONAL EXTRA TWO DAYS FOR CASE STUDY PRESENTATIONS	Monday & Tuesday	07 & 08.02.2022
13	Virtual Awards Ceremony	FRIDAY	25.02.2022