campaign INDIA

/Digital Crest Awards/ ™
2020

ENTRY KIT

Early entry deadline
30th April 2020

Final entry deadline
30th June 2020

www.campaignindiacrest.com

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/DigitalCrestAwards/™
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Campaign India Digital Crest Awards
Campaign India is back with the eleventh edition of its awards to honour excellence in digital advertising and marketing.

Rechristened Campaign India Digital Crest Awards (CIDCA) in 2013, the property has evolved over the last ten years from its origins (as the Campaign India Digital Media Awards), to remain contemporary, relevant and inclusive of the dynamic changes in the digital ecosystem.

It will seek to identify and reward the most engaging, creative and effective campaigns across digital media.

Based on a survey among industry practitioners and marketers to elicit feedback, the number and nature of categories have been fine-tuned over the years to keep pace with developments in digital advertising and marketing.

The Campaign India Digital Crest Awards 2020 will invite entries across 30 broad categories and their sub-categories.

This year we have introduced new category 'Real Time Advertising'

Placing greater emphasis on ROI and effectiveness, significant changes were introduced in the jury composition in 2019. We continue with the all-marketer and digital practitioner jury from the clients fraternity this year. The jury will be convened by team Campaign India.

Did your digital campaigns click with consumers? Enter CIDCA 2020 if they did. Make your best pitch.

For further details, e-mail: cidca@haymarket.co.in

CATEGORIES

Advergaming

Awarded to the strategic development of a game that effectively and creatively reached target customers to build or maintain their brand and market share while attaining marketing objectives.

Apps

Awarded to an innovative, entertainment or informative app developed specifically as part of an ongoing campaign or stand alone addition to a brand that effectively and creatively reached target customers to attain marketing objectives. There are two sub-categories:
• Mobile Apps
• Online Apps

Augmented Reality

Awarded to the best use of Augmented Reality in a campaign

Best content on an OTT platform

With more and more series coming up on OTT platforms, this category will award the platform which has the best original content.

Best use of digital personal assistant

As Siri, Alexa, Google assistant and their tribe gain global acceptance, this category looks at the best use of digital personal assistants in marketing and their integration with the overall brand experience

Content Community

The v/blog maybe under any subject, vertical, with content generated by an individual or a group, for a brand / corporate / brand or corporate property. This could be a blog that pushes for a government / corporate / social policy change. Communities built around social causes or natural calamities will be moved to 'Social Cause' category
unless backed by a brand or corporate entity. Entries will be judged basis popularity, virality, originality, consistency and quality of content – against stated objectives.

Display

Awarded to the campaign that uses online display advertising, including but not limited to, banners of any format, page takeovers, and rich media.

Digital Strategy

Awarded to the digital campaign where the agency has been able to put together a go-to-market plan that's independent of the ATL activities. Results of this plan need to be submitted with metrics.

Digital Craft

• Best Writing
Awarded to the best piece of writing for a particular campaign. Individual entries or single (blog) posts will not be considered.
• Best Use of Design and Navigation

Awarded to the best use of design and navigation as part of a website or an app layout
• Best use of Interaction Design in Online or Mobile Apps
The science of interaction design plays a far broader role in customer engagement. This sub-category intends to celebrate success in interaction design
• Art Direction/Communication in digital Design
The effort that goes into art direction of digital assets ranging from display, email or social media posts often go unrecognised within the framework of a larger campaign or strategy. This category attempts to bring these initiatives into the mainstream.

e-Commerce Omni-channel strategy

A campaign that demonstrates use of multiple channels to acquire, engage and sell to consumers, improving efficiency and returns to an online commerce brand.

Experiential

Awarded to innovative digital work on OOH media or as part of an experiential marketing (activation) campaign. In case of on-screen creative, adaptation for OOH media and innovation therein would be valued. Additional weightage will be given for activating consumers through additional digital channels like mobile, promoting interactivity.

CATEGORIES

Format Innovation
Most of the content and communication is restricted to a 16:9 frame. This category rewards the innovative use of content that breaks the frame and sets new standards.

Integrated
To be considered for the integrated media award, projects must show how they used digital amongst a range of media, including offline channels, in the best possible way to promote a product or service. This means that the creative, media, online and offline elements of the campaign were designed to ensure that the combination of different channels produced an effect greater than the sum of its parts.

Insight-led programmatic buying
Awarded to the best use of insights in programmatic advertising, use of a seamless media and creative strategy, recaliberation in real time and optimal use of client resources.

Innovation in e-commerce
This category accepts cases that have to do with innovation in commerce. For example, excellence in e-commerce using a cognitive commerce interface.

Long-term Strategy
Awarded to the digital campaign where the agency has been servicing the client for more than one year and different online projects were executed through the duration to solve business problems.

Loyalty
Awarded to the digital campaign that is most effective in generating customer loyalty to an existing brand, service or product, measured through increasing persistence/purchase frequency.

Media Innovation
Awarded to the campaign that uses existing or newly created digital media in fresh and innovative ways to explore new channels of communication and achieve marketing success during the review period.

Mobile
Awarded to the best use of the mobile platform to create a measurable impact. Mobile use could refer to all types of advertising that can be accessed on mobile phones, tablets and phablets. There are three sub-categories:
• Display
• SMS
• Voice-Based
• Integrated

Online Commerce Campaign
• Customer acquisition
• Customer engagement
• Customer retention
Online Commerce as defined here includes any brand that allows consumers to transact online, including apps like those for ticketing and food ordering. Results provided will form a key element of evaluation like with other categories, and absolute numbers will score higher than percentages.

Online Marketing
Awarded to the campaign that uses multiple online elements together as the key engagement driver and to achieve proven results in relation to the objectives set. Entries must build a complete picture by showing how the campaign played across digital channels. Should include multiple online elements (for example banners, viral videos, landing sites, etc.). This means that the elements of the campaign were designed to ensure that the combination of different channels produced an effect greater than the sum of its parts.

Online Video
Awarded to the video(s) used in a campaign and made for online distribution. Entrants will be required to state if the video was also transmitted on TV or any other channel after going live online. This information will be supplied to the jury and will be considered while voting. Videos that were released online after the TV/cinema release do not qualify.
• Short form (180 seconds or less)
• Long form (Over 180 seconds)
A shorter edit of the same 'Long form' Online Video may be entered in Short form. It will be evaluated separately in both categories, based on how each version played a role in achieving stated objectives.

CATEGORIES

Real time advertising
Ad campaigns created as a response to current news. Could be reactions on social media to trending news or very recent events.

Search
• SEO/Paid search
Awarded to the best use of search marketing to create a measurable impact. Tactics could include search engine optimisation and/or paid search

• Application of technology in search
As the definition of search evolves, this sub-category has been instituted to reward excellence in voice search, application of structured microdata and more.

Showcase
Awarded in this category will be digital entries and/or campaigns where the work need not necessarily be created for a client brand. This could be for fictitious brands, even. The category is aimed at showcasing and recognising creative work that has pushed boundaries in digital advertising and marketing. As with other categories, the entry needs to reflect use of technology and innovation towards customer impact. Specific to the 'Showcase' category, it needs to show clients unexplored possibilities that could be pursued by them in future.
Note: For the 'Showcase' category, the client approval letter will have to be sent by the respective agency head.

Social Cause
From objective to ideation to execution to results, the entrant needs to showcase how a digital marketing campaign helped an NGO, or a social cause supported by a corporate/brand. This could also be entered in one or more other categories listed above (except Showcase). Use of different digital elements will beget more points. There are two sub-categories:

• Social cause supported by a corporate/brand
• Campaign for an NGO

Use of Data
• For CRM
• For New Business
This could be for any category of product or service. Innovation and creativity in sourcing, interpreting and using data to achieve business objectives will be evaluated.

Use of social media in a campaign
Awarded to the campaign that innovatively uses social media most effectively and creatively to reach target customers to build or maintain their brand and market share while attaining marketing objectives set during the review period. Entries should truly make use of social media platforms beyond simply the viral reach of a campaign.

Viral Marketing Campaign
Awarded to the digital content or campaign that uses communication that has been developed specifically to be distributed virally to a mass audience via the Internet. Entries in this category must be presented so that the judges can see how an individual was led to the video/website etc. – the triggers of virality. Must be accompanied by a media / distribution / seeding plan and achieved results.

Website
Awarded to the campaign that best uses a website to create a measurable impact as part of an overall marketing communications strategy.
• Corporate / Brand
• Campaigns

ENTRY CRITERIA

Who should enter?

Entry is open to clients, publishers and media owners, as well as digital agencies, advertising agencies, production or design companies, or other relevant marketing service providers. Any entry for a particular project should be coordinated between the different parties involved. In case the same piece of work is entered by multiple parties in the same category, the award, if any, will be shared between multiple entrants.

Eligibility period

Campaigns launched or current during the period from 1 April 2019 to 31 March 2020 are eligible to enter the awards.

Entries Open: 10 April 2020

Entry fees

From 10 April to 30 April: Rs. 9,000 per entry + GST

From 01 May to 30 June: Rs. 10,000 per entry + GST

ENTRY PROCESS

Entries are to be submitted on

Each entry must include the following to be considered complete:

• Completed online entry form

• Support materials on a microsite/landing page or uploaded online (Follow format requirements

• Each supporting item should not be more than 10 MB

• Total payment for all entries submitted

• If any video/s have been submitted as support material on the entry system, send one DVD containing hi-res versions of ALL the videos submitted online (in H264 compression, 1280 x 720, aspect ratio 16:9, and in .mp4, .avi, .mov, .mpeg2, or .avi format)

DVD to be sent by courier, with ENTRY TITLE, ENTRANT COMPANY, and CATEGORY mentioned to:

CIDCA 2020 - Campaign India, Haymarket Media India Private Limited,5th Floor, Raheja Xion Building, Off Dr Ambedkar Road, Opp. Nirmal Park, Dr. Ambedkar Marg, Byculla (E), Mumbai 400027, Direct: +91 22 23787413, Mobile: 99303 51282

PAYMENT DETAILS

By Cheque

Account Name: **HAYMARKET MEDIA INDIA PRIVATE LIMITED**

Postal Address: **CIDCA 2020**

Campaign India,
Haymarket Media India, 5th Floor, Raheja Xion Building, off. Dr. Ambedkar Road, Opp. Nirmal Park,
Dr. Ambedkar Marg, Byculla (E), Mumbai 400027. Maharashtra, India

By Online transfer

Account Name: **HAYMARKET MEDIA INDIA PRIVATE LIMITED**

Bank Name: **HDFC BANK**

Current Account Number: **03572320001089**

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

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: cidca@haymarket.co.in.

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

Strategy 20%
Concise and proven evidence of an insightful approach to the overall issue and target audience while being true to this strategy throughout each of the campaign elements.

Execution 25%
Judges will look for a convincing argument made establishing a cause and effect between the objectives, strategy and results of the campaign. They will also consider other factors such as the effective use of resources, and technical excellence in implementing integrated campaigns.

Creativity and Innovation 25%
Judges will look for originality of idea or concept, creative selection of communications channels and innovation in measurement of results.

Results 30%
Judges will consider the difficulty of the task at hand, the scale of the results, how well the strategies and communications methods chosen met the objectives set. Judges will be looking for quantification of results from a credible source (and seek third party verification of awards winners). In addition, judges will qualitatively be looking for clear definitions in the written submission of the campaign overview, challenges and constraints, objectives, strategy and results. Wherever possible, provide facts and figures substantiating claims to give judges the most comprehensive and informed view of your campaign.

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