

campaign^{INDIA}
/ DigitalCrest Awards /TM
2025

ENTRY KIT

Early Entry Deadline 5th July 2025 | Final Entry Deadline 31st July 2025

www.campaignindiacrest.com

campaign^{INDIA} / DigitalCrest Awards /TM 2025

ABOUT US

The Campaign India Digital Crest Awards (CIDCA) return in 2025 for their **sixteenth edition**—continuing a legacy of recognising the most innovative, effective, and result-oriented digital marketing campaigns in India.

Launched in 2010 as the Campaign India Digital Media Awards and rechristened CIDCA in 2013, this property has grown in stature and relevance over the years. It has consistently adapted to the rapidly evolving digital ecosystem—from the early days of display and search to the rise of mobile-first experiences, influencer ecosystems, e-commerce, performance marketing, and AI-driven innovation. In step with the latest shifts shaping the industry, CIDCA 2025 introduces new focus areas such as privacy-safe data use, gaming-led brand engagement, social commerce, sustainable digital production, and the fast-growing quick commerce space—reflecting how digital continues to expand, specialize, and reinvent itself.

WHAT CIDCA RECOGNISES?

The awards span a wide range of categories to reflect the breadth of the digital landscape— from performance-driven paid campaigns, platform-native content, and social innovation to app development, experiential tech, influencer collaborations, and data-led storytelling.

CIDCA champions not just standout creative but the strategy, execution, and effectiveness behind it.

WHY ENTER CIDCA 2025?

- Benchmark your work against India's best-performing digital campaigns
- Showcase your results to a jury of top client-side marketing professionals
- Earn credibility that speaks to both creative capability and business impact
- Boost your team's visibility, morale, and recognition in the industry
- Strengthen your case for new business, client trust, and internal growth

CATEGORIES



01 Integrated Marketing

- Best Integrated Campaign

03 Digital Marketing

- Best Social Media Strategy
- Best Social Media Content Series
- Best Digital Video Campaign
- Best Creator & Influencer Campaign
- Best CRM & Lifecycle Marketing Strategy
- Best Search Marketing Campaign
- Best Use of Gaming in Marketing (**NEW**)

02 Integrated Marketing/Digital Marketing

- Best Regional / Multilingual Campaign
- Best Social Impact Campaign
- Best Long-Term Campaign Strategy

04 Digital Marketing & Media

- Best Performance Marketing Campaign
- Best Media Innovation
- Best Conversational Marketing Campaign
- Best Programmatic Campaign
- Best Social Commerce Campaign (**NEW**)

CATEGORIES

05 Design & Craft

- Best Copywriting
- Best Art Direction / Visual Communication
- Best Video Craft / Production
- Best Interactive Digital Experience
- Best Motion Graphics/Animation
- Best Mobile App Experience
- Best Website Experience
- Best Sustainable Digital Production (**NEW**)

07 eCommerce & Retail Innovation (**New**)

- Quick Commerce Campaigns (**NEW**)

06 Technology & Innovation

- Best Immersive Digital Experience (AR/VR/Metaverse)
- Best AI-Generated Creative Content
- Best Use of AI for Data Insights
- Best AI-Driven Innovation
- Best AI-Powered Conversational Experience
- Best Use of AI for Targeting & Personalization
- Best Use of AI for Marketing Automation
- Best Privacy-Safe Data Use (**NEW**)

CATEGORY DESCRIPTIONS

01 Integrated Marketing

1.1 Best Integrated Campaign- This category honors campaigns that demonstrate a masterful blend of strategy, creativity, and execution across multiple marketing channels to deliver a unified, consistent, and impactful brand experience.

02 Integrated Marketing/Digital Marketing

2.1 Best Regional / Multilingual Campaign-

This category celebrates Integrated or digital campaigns that have masterfully navigated India's rich linguistic and cultural diversity to create deeply localized and highly effective integrated marketing efforts. It recognizes campaigns that go beyond mere translation, demonstrating a profound understanding of regional nuances and insights to connect authentically with audiences across different states, languages, and cultural contexts.

2.2 Best Social Impact Campaign- This category celebrates integrated or digital marketing campaigns that have harnessed the power of digital storytelling to drive significant awareness or action on a critical societal or environmental issue. It recognizes initiatives that transcend traditional marketing to inspire change, foster empathy, and mobilize communities for a greater good.

2.3 Best Long-Term Campaign Strategy- This category honors campaigns or platforms that demonstrated consistent strategic clarity, brand alignment, and measurable success over an extended period (typically 12+ months). It recognizes the power of sustained digital thinking—where content, media, engagement, and platform evolution came together to build enduring brand equity, loyalty, and business growth over time.

CATEGORY DESCRIPTIONS

03 Digital Marketing

3.1 Best Social Media Strategy

This category celebrates campaigns that have demonstrated a comprehensive and highly effective overall social media strategy across various platforms. It recognizes brands that have leveraged social media holistically to achieve broad business objectives, encompassing not just content, but also community engagement, listening, platform optimization, and potentially paid social efforts to build a strong, pervasive brand presence.

3.2 Best Social Media Content Series

This category celebrates digital marketing campaigns that have excelled in creating and executing a sustained social media content series. It recognizes brands that have gone beyond isolated posts to build compelling narratives, foster continuous engagement, and cultivate deep audience retention across their chosen social media platforms through a structured, ongoing content format.

3.3 Best Digital Video Campaign- This category celebrates digital marketing campaigns that have masterfully leveraged the power of online video – whether short-form or long-form, live or pre-produced – to achieve significant marketing objectives. It recognizes campaigns where video content drove exceptional viewership, created profound emotional impact, and effectively contributed to brand lift and other measurable outcomes.

3.4 Best Creator & Influencer Campaign

This category celebrates digital marketing campaigns that have masterfully leveraged the power of influencers to achieve exceptional results. It recognizes campaigns that go beyond simple endorsements, showcasing creative, high-impact influencer collaborations that genuinely resonated with audiences and delivered significant measurable outcomes.

CATEGORY DESCRIPTIONS

3.5 Best CRM & Lifecycle Marketing Strategy-

This category celebrates comprehensive digital marketing strategies that have built and nurtured long-term customer relationships through intelligent lifecycle communication. It recognizes campaigns that seamlessly integrate communication across various direct channels – including email, SMS, app notifications, in-app messages, and personalized website content – to guide users through their entire customer journey, from onboarding to retention and advocacy.

3.6 Best Search Marketing Campaign

This category celebrates digital marketing campaigns that have effectively leveraged both organic (SEO) and paid (SEM) search strategies to elevate brand visibility, drive high-quality traffic, and deliver measurable outcomes. It recognizes integrated, insight-driven approaches where keyword strategy, content optimization, and media investment worked cohesively to capture user intent, improve search performance across channels, and maximize overall impact in the search ecosystem.

3.7 Best Use of Gaming in Marketing (**NEW**)

This category celebrates marketing campaigns that have successfully leveraged gaming platforms or gamification to connect with audiences. It includes branded game experiences, in-game integrations, and interactive storytelling within gaming environments.

04 Digital Marketing & Media

4.1 Best Performance Marketing Campaign

This category recognizes digital marketing campaigns that are fundamentally ROI-driven and meticulously optimized to achieve specific, quantifiable outcomes. It celebrates campaigns where every digital dollar spent can be directly attributed to a measurable business result, demonstrating exceptional efficiency and effectiveness.

CATEGORY DESCRIPTIONS

4.2 Best Media Innovation-

This category recognizes campaigns that have demonstrated boldness and ingenuity in their use of new or unconventional digital media spaces, partnerships, or placements. It celebrates innovative approaches to reaching audiences that broke through traditional norms, explored uncharted territories, or leveraged existing platforms in entirely novel ways to achieve disproportionate impact.

4.3 Best Conversational Marketing Campaign

This category celebrates innovative and effective digital marketing campaigns that have masterfully utilized chat-based experiences, particularly on platforms like WhatsApp (or other prominent messaging apps), to guide, convert, or retain users. It recognizes campaigns that leveraged the personal and immediate nature of conversational interfaces to build relationships, provide value, and drive measurable outcomes.

4.4 Best Programmatic Campaign

This category recognizes digital advertising campaigns that have demonstrated exceptional mastery in programmatic media buying and optimization. It celebrates campaigns where automated media purchases were strategically guided by sophisticated behavioral, contextual, and real-time insights, leading to unparalleled precision, efficiency, and measurable outcomes.

4.5 Best Social Commerce Campaign (NEW)

Rewards innovation in social commerce – integrating shopping experiences directly into social platforms. With social commerce sales booming (e.g. US social commerce spiked in 2024 with TikTok Shop driving growth) and Cannes Lions evolving eCommerce into Creative Commerce, this category reflects how social media and commerce converge in creative ways.

CATEGORY DESCRIPTIONS

05 Design & Craft

5.1 Best Copywriting-

This category celebrates outstanding copywriting and textual content specifically crafted for digital platforms. It recognizes campaigns and digital assets where the written word stood out, captured attention, conveyed the brand's voice authentically, and effectively guided the user towards a desired action or understanding.

5.2 Best Art Direction / Visual Communication

This category celebrates digital marketing efforts where visual identity and aesthetic storytelling have been exceptionally used to elevate the brand's presence and communicate its message powerfully. It recognizes outstanding art direction across digital formats, demonstrating creativity, strategic intent, and technical excellence in visual execution.

5.3 Best Video Craft / Production

This category celebrates outstanding artistry, technical execution, and innovative storytelling in video content specifically produced for digital platforms. It recognizes campaigns or digital assets where the quality of video production, direction, editing, visual effects, and overall craftsmanship elevated the brand message and created a truly compelling and memorable viewing experience.

5.4 Best Interactive Digital Experience

This category recognizes digital experiences that leverage interactive elements, gamification, or immersive design principles to create highly engaging and memorable user experiences. It celebrates creative uses of digital technology to make the audience an active participant rather than a passive viewer, fostering deeper brand connection and interaction.

CATEGORY DESCRIPTIONS

5.5 Best Motion Graphics/Animation

This category celebrates outstanding applications of motion graphics and animation within digital assets and campaigns. It recognizes creative and technically proficient work that utilized animated elements – ranging from sophisticated animated explainers and character animations to dynamic kinetic typography and subtle UI micro-animations – to enhance storytelling, clarify complex information, capture attention, and drive user engagement.

5.6 Best Mobile App Experience

This category celebrates mobile applications that deliver an outstanding user experience (UX), characterized by intuitive design, high performance, and seamless visual alignment with the brand's identity. It recognizes apps that transcend mere functionality to provide a delightful, efficient, and memorable interaction for users on their mobile devices.

5.7 Best Website Experience

This category celebrates websites that deliver an exceptional overall user experience, going beyond just aesthetics and functionality to create a truly seamless, engaging, and impactful digital journey. It recognizes websites where every element – from initial load to final conversion – works harmoniously to delight users, meet their needs efficiently, and effectively convey the brand's message.

5.8 Best Sustainable Digital Production (**NEW**)

Recognizes digital campaigns produced with sustainability in mind (e.g. low-carbon websites, energy-efficient tech, eco-friendly practices). As the ad industry strives for carbon neutrality (see Campaign's Ad Net Zero initiative), and awards like One Show's Green Pencil honor environmental impact, this category encourages eco-conscious creative work.

CATEGORY DESCRIPTIONS

06 Technology & Innovation

6.1 Best Immersive Digital Experience (AR/VR/Metaverse)

This category celebrates groundbreaking brand experiences created within virtual reality (VR), augmented reality (AR), mixed reality (MR), or metaverse environments. It recognizes campaigns or activations that leveraged Extended Reality (XR) technologies to transport users into immersive digital or hybrid spaces, fostering deep engagement, unique interactions, and memorable brand connections.

6.2 Best AI-Generated Creative Content

This category celebrates outstanding applications of Generative AI tools to create, accelerate, or enhance content and creative assets across digital marketing campaigns. It recognizes innovative uses of AI for generating text, images, video, audio, or other multimedia that demonstrates creativity, efficiency, and significant impact on campaign delivery and effectiveness.

6.3 Best Use of AI for Data Insights

This category recognizes the exceptional use of Artificial Intelligence and Machine Learning to derive profound insights from vast datasets, enabling smarter decision-making and more effective digital marketing strategies. It celebrates campaigns or initiatives where AI-powered analytics, predictive modeling, or deep learning uncovered actionable patterns, forecasted future trends, or optimized audience understanding beyond human capabilities.

6.4 Best AI-Driven Innovation

A broad category recognizing groundbreaking and novel applications of AI in any area of digital marketing or technology, pushing the boundaries of what's possible.

6.5 Best AI-Powered Conversational Experience

Recognizes exceptional chatbots or voice assistants that provide seamless, intelligent, and personalized customer interactions.

CATEGORY DESCRIPTIONS

06 Technology & Innovation

6.6 Best Use of AI for Targeting & Personalization

This category celebrates the innovative use of Artificial Intelligence (AI) for image and video analysis to enhance creative deployment and ad targeting. It recognizes applications of AI that go beyond simple keyword-based targeting, leveraging the power of computer vision and machine learning to understand the content of visual media and deliver highly relevant and engaging advertising.

6.7 Best Use of AI for Marketing Automation

This category recognizes campaigns or initiatives that have successfully implemented Artificial Intelligence (AI) to optimize the entire marketing funnel, from initial customer acquisition to long-term engagement and retention. It celebrates the strategic use of AI to automate and personalize marketing messages and actions across multiple channels, creating a seamless and efficient customer journey.

6.8 Best Privacy-Safe Data Use (**NEW**)

This category celebrates campaigns that have creatively utilized consumer data while prioritizing user privacy. It recognizes privacy-first approaches that comply with ethical data practices and global privacy standards.

07 eCommerce & Retail Innovation (**New**)

7.1 Quick Commerce Campaigns (**NEW**)

This category honors campaigns that have effectively promoted ultra-fast delivery or instant shopping services. It recognizes creative solutions that engage time-sensitive consumers and drive high-impact performance in quick commerce ecosystems.

ENTRY CRITERIA

Who Should Enter?

CIDCA is open to participation from all stakeholders involved in the creation, execution, or delivery of digital campaigns. This includes brands and clients, digital and creative agencies, advertising and media agencies, publishers, production houses, design studios, and marketing service providers. If a campaign is the result of collaboration between multiple parties, we encourage coordinated entries. In cases where the same piece of work is submitted by more than one entrant in the same category, any award won will be shared among all submitting parties.

Eligibility Period

Campaigns must have been launched or active between **1st April 2024 and 31st March 2025** to qualify for submission.

Entries Open: 19th June 2025

From 19th June – 5th July 2025 - ₹10,000 + GST

From 6th July – 31st July 2025 - ₹11,000 + GST

ENTRY PROCESS

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 to be cleared before 31st July 2025

Pay by Direct transfer using NEFT / RTGS

Account Name: **Haymarket Media India Private Limited**

Bank Name: **HDFC BANK**

Account no: **03572320001089**

RTGS / NEFT IFSCCODE: **HDFC0000357**

Branch Address:

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

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.

Creativity and Innovation 25%

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

JUDGING

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.

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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Campaign India

Haymarket Media (India) Private Limited

**Kanakia Wall Street, 4th Floor, A Wing Unit No. 414, Andheri-Kurla Road Chakala,
Andheri East, Mumbai – 400059 Maharashtra, India**

Email: priyanka.singh@haymarket.co.in/ avinash.bhakre@haymarket.co.in

www.campaignindiacrest.com