

campaign^{INDIA}

 **Film Crest Awards**

www.campaignindiacrest.com

ENTRY KIT

INTRODUCTION

Campaign India has announced the launch of the Campaign India Film Crest Awards (CIFCA), **Third Edition**.

CIFCA was constituted to acknowledge and reward advertising and corporate films that were created or released between **1 March 2024 and 28 February 2025**. Winners will be felicitated at a grand celebration in Mumbai on 30th April, 2025.

Entries for CIFCA 2025 began from **March 11 and will close on April 4, 2025**.

Advertising agencies, production houses, and brands with in-house production facilities involved in the creation of ads for Indian audiences are eligible to enter CIFCA 2025.

These entries will be judged by a panel of industry experts, from various sectors.

KEY DATES & DEADLINES

- Early Bird Deadline: 19th March 2025, Wednesday
- Final Deadline: 4th April 2025, Friday
- Judging Period: 7th April-18th April, 2025
- Awards Ceremony: 30th April 2025, Mumbai

HOW TO CREATE ENTRY?

REGISTER NOW

Click ENTER NOW via awards website to register as a user. Email verification will be sent to the registered person. Do not use the previous year's login credentials.

CREATE PROFILE

Fill in pre-requisite details including Primary and Secondary contacts. (Primary contact will be KEY point of contact for award related communication.)

LOG ON

Log on using the credentials as per registered. Create your entry and complete the Online form (all sections are mandatory).

**SUBMIT/PREVIEW
ENTRY**

Upload your submission and required materials. Save as draft to edit later. Ensure all credits and file specifications are correct. Preview before final submission- no changes allowed after confirmation.

HOW TO CONFIRM ENTRY?

STEP 1: CONFIRM ENTRY

Click **PREVIEW/SUBMIT** to confirm and proceed to payment. No changes allowed after confirmation.

STEP 2: CHECK OUT/CREATE NEW ENTRY

Create a new entry or proceed to payment. Entry is complete once an **ORDER ID** is generated and email confirmation is received.

STEP 3: ENDORSEMENT

After submission, the endorsement email is sent automatically. Check Spam/Junk if not received or contact the Organiser.

STEP 4: SUCCESSFUL ENTRY

An entry is successful upon receiving completed payment and funds received by the Organiser, and endorsement completed.

ELIGIBILITY PERIOD

Campaigns launched or current during the period from **1st March 2024 to 28th February 2025** are **eligible to enter the 2025 awards.**

Entries open: 11 March 2025

Submission deadline: 4 April 2025

Entry fees

From 11 March 2025 to 19 March 2025: Rs. 9350 per entry + GST

From 20 March 2025 to 4th April 2025: Rs. 10450 per entry + GST

WHO CAN ENTER

Advertising agencies, production houses, clients and other organisations involved in the creation of films targeted at Indian audiences are eligible to enter CIFCA 2025.

AWARD CATEGORIES

(PRODUCTION EXCELLENCE)

1. Best Animation & Motion Graphics Film

Recognizes films that use 2D, 3D, stop-motion, or mixed-media animation to elevate storytelling. Judges assess creativity, technical execution, and how animation enhances the narrative (e.g., character design, fluidity, visual innovation).

2. Best Production Design & Art Direction

Honors the visual world-building of a film, including set design, locations, props, and overall aesthetic coherence. Judges evaluate how these elements amplify the story's atmosphere and authenticity.

3. Best Casting & Performance

Awards exceptional actor selection and performances (actors, dancers, models) that authentically bring characters to life. Judges focus on emotional depth, chemistry, and alignment with the film's vision.

AWARD CATEGORIES

(PRODUCTION EXCELLENCE)

4. Best Use of Celebrity in a Film

Celebrates the strategic integration of a celebrity to strengthen brand messaging. Judges assess relevance to the brand, performance quality, and memorability of the celebrity's role.

5. Best Costume Design

Recognizes innovative costume design that defines characters, reflects cultural context, or enhances storytelling. Judges evaluate creativity, authenticity, and alignment with the film's visual tone.

6. Best Make-up & Special Effects

Honors transformative artistry, including prosthetics, SFX makeup, and hair design. Judges look for technical precision, creativity, and how effects contribute to character or narrative.

7. Best Cinematography

Rewards visual storytelling excellence through camera work, lighting, framing, and shot composition. Judges assess how techniques evoke emotion, guide focus, and enhance the film's mood.

AWARD CATEGORIES

(POST-PRODUCTION MASTERY)

1. Best Editing

Celebrates technical and creative editing that shapes pacing, rhythm, and narrative flow. Judges evaluate seamless transitions, timing, and integration of visuals/sound.

2. Best Color Grading

Awards stylized color correction that establishes tone, consistency, and emotional resonance. Judges focus on how color palettes enhance storytelling (e.g., mood shifts, visual symbolism).

3. Best Visual Effects (VFX/CGI)

Recognizes seamless integration of VFX/CGI into live-action footage. Judges assess technical excellence, realism, and how effects serve the story without overshadowing it.

AWARD CATEGORIES

(MUSIC & SOUND DESIGN)

1. Best Sound Design

Honors innovative audio storytelling, including sound mixing, effects, and ambient layers. Judges evaluate how sound enhances immersion, emotion, and narrative clarity.

2. Best Original Score/Jingle

Awards music composed specifically for the film (e.g., scores, jingles). Judges assess originality, emotional impact, and synergy with the film's message.

3. Best Adapted Soundtrack

Celebrates reimagined existing music tailored to fit the film's brand or narrative. Judges focus on creativity in adaptation and alignment with the film's tone.

AWARD CATEGORIES

(DIRECTION & OVERALL ACHIEVEMENT)

1. Best Director (Overall)

Recognizes visionary leadership in guiding storytelling, performances, and technical execution. Judges assess coherence of creative vision and impact on the final product.

2. Best Debut Director

Awards outstanding first-time directors (with fewer than three films). Judges focus on fresh perspectives, risk-taking, and storytelling promise.

3. Best Director - Industry Sector

3.1 Technology & Digital Innovation (Apps, E-Commerce, E-Gaming, Electronics).

Films promoting tech products, digital services, or electronic gadgets.

AWARD CATEGORIES

(DIRECTION & OVERALL ACHIEVEMENT)

3.2 Automotive & Mobility (Automotive)

Films for cars, bikes, EV brands, or mobility solutions.

3.3 Food, Beverages & FMCG (Beverages & Food + FMCG)

Films for fast-moving consumer goods (e.g., snacks, beverages, toiletries)

3.4 Banking, Insurance & Agri-Business (Banking, Insurance & Agriculture)

Financial services, rural/agricultural campaigns.

3.5 Healthcare & Pharmaceuticals (Healthcare & Pharmaceuticals)

Medicines, hospitals, wellness products.

3.6 Education & EdTech (Education Including EdTech.)

Schools, online learning platforms, skill development.

AWARD CATEGORIES

(DIRECTION & OVERALL ACHIEVEMENT)

3.7 Lifestyle & Home Solutions (Household Products + Lifestyle)

Home appliances, décor, fashion, wellness, or luxury brands.

3.8 Public Service & Social Impact (Public Service)

Government campaigns, NGOs, or social awareness initiatives.

3.9 Travel, Tourism & Hospitality (Travel & Tourism)

Destinations, hotels, airlines, or cultural experiences.

Honors directors who excel in sector-specific challenges (e.g., product integration, audience targeting). Judges evaluate industry relevance and innovation.

3.10 Production House of the Year

Awarded to the studio with the highest cumulative points across categories. Judges consider consistency, creativity, and technical excellence in multiple submissions

JUDGING CRITERIA

PRODUCTION EXCELLENCE

This category honors technical mastery and visual storytelling that elevate a film's impact through exceptional craftsmanship.

- **Execution Excellence (30%)** – Judges assess the precision and quality of production aspects like cinematography, editing, and VFX. A high level of technical execution ensures a visually immersive experience.
- **Visual Impact (25%)** – How well do lighting, framing, and set design contribute to the film's aesthetics? The visual composition should be striking and enhance storytelling.
- **Innovation in Craft (20%)** – Does the film utilize fresh techniques in cinematography, editing, or VFX? Unique creative execution sets the entry apart from conventional approaches.
- **Storytelling Effectiveness (15%)** – Every production element should serve the story seamlessly. Strong technical work should enhance the narrative rather than overshadow it.
- **Technical Perfection (10%)** – Color grading, Production quality, clarity, and balance in sound design.

JUDGING CRITERIA

POST PRODUCTION MASTERY

Evaluate how editing, color grading, and VFX enhance storytelling, technical quality, creativity, and immersion while maintaining narrative coherence and emotional impact.

- **Narrative Impact (30%)**

Enhances storytelling through pacing, clarity, and relevance to the narrative. Emotional tone and mood conveyed through color grading and VFX.

- **Technical Execution (25%)**

Seamless integration of VFX with live-action footage. Logical sequencing, smooth transitions, and sound-visual sync in editing. Technical accuracy in color grading (e.g., skin tones, contrast).

- **Creativity & Innovation (25%)**

Unique or bold creative choices in transitions, stylization, or VFX. Unconventional approaches to color grading or editing techniques.

- **Realism & Immersion (20%)**

Believability of VFX and consistency in color grading across scenes. Enhances realism and immersion through editing and visual effects

JUDGING CRITERIA

MUSIC & SOUND DESIGN

Music plays a crucial role in enhancing storytelling, emotion, and audience engagement. This category recognizes exceptional soundscapes, scores, and creative use of music that elevate the film.

- **Emotional Impact (30%)** – Music should amplify the film’s mood and create an emotional connection with the audience. A powerful score can enhance drama, tension, or excitement.
- **Composition & Arrangement (25%)** – The melody, harmony, and instrumentation should be well-structured and compelling. Strong musical composition adds depth to the storytelling.
- **Integration with Visuals (20%)** – Music and sound design should align with the pacing and emotions of each scene. Poor synchronization can disrupt the film’s flow.
- **Originality & Creativity (15%)** – Unique compositions and experimental soundscapes make an entry stand out. Judges look for fresh, innovative approaches to film scoring.
- **Technical Execution (10%)** – Sound clarity, mixing, and balance must be of professional quality. Poor audio quality can lessen the impact of even the best compositions.

JUDGING CRITERIA

DIRECTION & OVERALL ACHIEVEMENT

This category honors visionary directors who bring stories to life through exceptional creative and technical decisions, seamlessly orchestrating performances, cinematography, editing, and music.

- **Narrative & Storytelling (30%)** – The film should have a clear, well-structured, and emotionally engaging storyline. A compelling narrative leaves a lasting impression.
- **Character Development & Performance (25%)** – The director's ability to guide actors is crucial. Strong performances enhance believability and emotional depth.
- **Creative Vision & Interpretation (20%)** – Judges assess the uniqueness of the director's artistic choices. A bold, fresh approach to storytelling strengthens the film's impact.
- **Cinematic Techniques (15%)** – Camera angles, movement, and shot composition should be well-executed. Visual storytelling must be intentional and meaningful.
- **Impact & Resonance (10%)** – The film should create a memorable and lasting impression on the audience.

FEES AND PAYMENT DETAILS

By cheque

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

Campaign India,

Haymarket Media India Private Limited, Voltas Premises, F Block, Ground Floor,
T.BKadam Marg, Chinchpokli (E), Mumbai 400033.

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 SWIFT CODE: **HDFCINBB**

RTGS / NEFT IFSC CODE: HDFC0000357

FEES AND PAYMENT DETAILS

After making the payment, please send a confirmation mail to
prasad.gawade@haymarketsac.com/priyanka.singh@haymarket.co.in

Also,

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: [**priyanka.singh@haymarket.co.in**](mailto:priyanka.singh@haymarket.co.in)

TERMS & 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 Organizer by email to campaignindiaevents@haymarket.co.in

TERMS & CONDITIONS

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.

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.

TERMS & CONDITIONS

The Entrant understands and agrees that Haymarket Media 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.

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.

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 awardsrelated material. Once submitted, these cannot be changed.

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.

TERMS & CONDITIONS

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.

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.

TERMS & CONDITIONS

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.

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 focus solely on achievements within the eligibility period. Submissions including accomplishments outside this timeframe will be disqualified.

Entries must be truthful, factual, original, and fully owned, requiring no third-party permissions.

We reserve the right to reject entries or rescind awards for non-compliance. Entry fees remain non-refundable.

TERMS & CONDITIONS

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 & CONDITIONS

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 & 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 19th March 2025 and Final Entry Deadline by 4th April 2025) may be disqualified.

Haymarket Media 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.

TERMS & CONDITIONS

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.

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.

TERMS & CONDITIONS

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.

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.

TERMS & CONDITIONS

LIABILITY: The Entrant agrees to indemnify and hold harmless Haymarket Media 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 & CONDITIONS

LICENSE: By submitting the entry, the Entrant hereby grants to Haymarket Media 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.

TERMS & CONDITIONS

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.

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.

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THANK YOU