

Media Release

Call for Entries for Goafest Abbys 2014

Mumbai, March 21, 2014: The Awards Governing Council of Goafest 2014 today announced its “call for entries” for Goafest Abbys 2014. The entry forms can be downloaded from www.theadvertisingclub.net. The last date for submission of entries is Friday, April 11, 2014. Goafest 2014 will be held from May 29th to 31st at The Grand Hyatt, Bambolim, North Goa.

Regular Award Entry Fee is Rs.6,500/- + 12.36% Service Tax. For Integrated campaigns the entry fee is Rs.9,000/- + ST 12.36%. For entries from other countries in the SAARC region (Single & Integrated) it is USD 20 + ST 12.36% (USD 22.47)

Award shows for various verticals will be held on the following evenings:

May 29th: Publisher and Media Abbys

May 30th: Design, Direct, Promo-Activation, PR, Outdoor, Print Craft, Branded Content and Broadcaster Abbys.

May 31st: Interactive Digital, Radio, Print, TV, Integrated Abbys

Goafest is in its 9th year and this is the 7th year that AAI and The Advertising Club have come together to award ABBYs, India’s definitive honour that recognizes creativity.

As announced earlier, this year will see some new categories: Promo–Activation, PR, Broadcaster and Publisher Abbys.

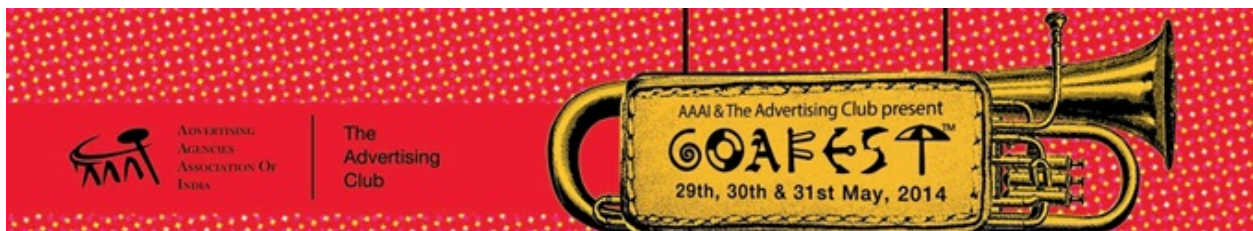
Grand Prix can be awarded for Film, Print, Radio, Outdoor, Design, Interactive Digital, Direct, Media and Integrated.

About The Advertising Agencies Association of India (AAAI)

The Advertising Agencies Association of India (AAAI) is the official, national organization of advertising agencies, formed in 1945, to promote their interests. The Association promotes professionalism, through its founding principles, which uphold sound business practices between advertisers and advertising agencies and the various media. The AAI today is truly representative, with a very large number of small, medium and large-sized agencies as its members, who together account for almost 80% of the advertising business placed in the country. It is thus recognized as the apex body of and the spokesperson for the advertising industry at all forums – advertisers and media owners and their associations and Government,

About The Advertising Club

The Advertising Club, incorporated in the year 1954, is arguably the biggest Advertising Club of its kind in the world. And according to many also the busiest. It has over 1400 members drawn from media organizations, marketing companies, advertising agencies and allied professional bodies.



The Advertising Club's charter is to help raise the professional standards of the Indian Advertising Industry. The Club attempts to do this through awards, seminars, training workshops and meetings. It publishes a Club magazine SOLUS and hosts a comprehensive website. Some of the major awards of Advertising Club include: ABBYs, EMVIEs, EFFIEs and Young Achievers

Awards besides having other popular programmes such as Adreview, MediaReview, M.Ad.Quiz on its annual roller coaster. It also helps IAS, Singapore in getting them maximum number of entries for their APPIE awards since its inception 5 years ago.

The Advertising Club also sends a deserving advertising student up to the age of 23 every year to attend the Cannes festival over and above this it also sends two young marketers below the age of 30 to Cannes every year.

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