

AAAI & The Ad Club presents
GOAFEST
May 29-31, 2014
BROADCASTER & PUBLISHER ABBY

Last Date for submitting Entries: Friday, April 11, 2014.

BROADCASTER ABBY

Category: (A) TELEVISION

1. Best launch of a TV channel
2. Best launch of a TV program using multi-media
3. Best TV reality show promo
4. Best TV fiction promo
5. Best TV comedy show promo
6. Best TV kids program promo
7. Best TV news channel promo
8. Best TV sports channel program promo
9. Best movie promo by a TV channel
10. Best TV program for Cause related Marketing
11. Best regional TV program promo (other than Hindi and English)
12. Best regional language channel launch (other than Hindi and English)
13. Best original music score for a TV Program.

PUBLISHER ABBY

Category: (B) PUBLISHERS

1. Best marketing of a printed newspaper / edition
2. Best marketing of a printed magazine
3. Best promotion of a CSR / Cause related Marketing initiative in traditional or on line space
4. Best newspaper in online space
5. Best magazine in on line space
6. Best brand innovation in newspapers printed or on line
7. Best brand innovation in magazines printed or on line
8. Best launch of a regional newspaper / magazine
9. The most creative front page in a printed newspaper
10. The most creative cover design for a printed magazine

NOTE: No Grand Prix or Best of show will be awarded for Broadcaster & Publisher categories.

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I. RULES & REGULATIONS

1. Only broadcasters and publishers can submit the entries.
2. All GOAFEST Broadcaster & Publisher Abby entries submitted must have been implemented for the first time between 1st January, 2013 and 31st December, 2013.
3. Entries will not be accepted without a signed authorization from the broadcaster / publisher on the entry form.
4. For every entry there should be a separate entry form duly complete in all respect.
5. If your entry is not in English, please attach an English translation as an integral part of the entry.
6. All material must be submitted in physical form including the entry form.
7. Online entries will not be accepted.
8. Entrants not submitting work in prescribed form will run the risk of disqualification by AGC.
9. The jury (**AGC**) reserves the right to request a proof from each entrant company to verify the authenticity of the work published or broadcasted on the channel.
10. All broadcaster entries to be accompanied with the copy of channel certificate and the publisher entries to be accompanied with the copy of the release order.
11. The organizers may refuse entries which offend national or religious sentiments, or public taste.
12. All payments must be accompanied by a statement/list mentioning the number of entries, payment made for each, and finally the total. **Entries with no/inadequate payment will not be accepted. No refunds shall be offered, for any reason whatsoever.**

II. AWARDS

Category prizes:

In each category, the jury will award Gold, Silver and Bronze Abby Awards to entries

judged to be deserving of this honour. These awards will be given to the entrants.

III. **ENTRY DEADLINE**

Friday, April 11, 2014, 5:00 pm. All materials, documentation and payments must be received at the Ad Club not later than the above mentioned date.

IV. **MATERIAL TO ILLUSTRATE YOUR SUBMISSION**

BROADCASTER ABBY :

1. 3 minutes Audio Visual on DVD (labeled properly with sticker indicating Category and brand). This presentation should not exceed three minutes. A version longer than this will be disqualified.
2. Presentation Board
3. Any other Creative collateral / material (not exceeding 5).

PUBLISHER ABBY :

1. 2 minutes Audio Visual on DVD (labeled properly with sticker indicating Category and brand). This presentation should not exceed two minutes. A version longer than this will be disqualified.
2. Presentation Board
3. Any other Creative collateral / material (not exceeding 5).

The Audio Visual presentation viewed by the jury during voting and deliberations and would be used if your entry is a winner in post-festival promotions. This presentation should contain some key visuals - video, still images or any other appropriate footage to best explain the work with a simple, clear commentary in English summarizing your entry.

For all entries, you must supply a Presentation Board in hard copy formats. (A2 size print out approximately 40cms x 60cms).

V. **FEES**

An entry fee of **Rs.7,304/- (inclusive of Service Tax) per piece of work.**

The organizers cannot accept any responsibility for entries lost in transit. Please fully cover all courier and mailing costs in advance, up to and including arrival at the Ad Club.

VI. **MATERIAL & DOCUMENTS**

The following material and documents should accompany your entries:

1. GOAFEST Broadcaster & Publisher Abby Entry Form
2. Presentation Board
3. Audio Visual
4. Any other Creative collateral / material (not exceeding 5).

Please send the above, along with a demand draft payable to "AAAI - A/C GOAFEST" should be sent by courier or registered mail to: Advertising Club, C/o. Bombay Cycle & Motor Agency Ltd., KARMA, Bellissima, 1st Floor, 534, SVP Road, Opp. Domino's Pizza, Mumbai – 400007

- Tel : 91 – 22 – 23894091 / 23813034 / 23810213
- Fax : 91 – 22 – 23892067
- email: adclub@vsnl.com
- Website: www.theadvertisingclub.net

It is in your interest to confirm safe delivery of your entry. Please follow all the above instructions carefully. All entries submitted will become the property of the AAAI & Ad Club.

VII. MISCELLANEOUS

Each entrant must accept full responsibility for the quality of entries and discharges the organizers from any responsibility in respect of third parties. The decisions of the organizer in all matters relating to GOAFEST shall be final and binding.

GOAFEST BROADCASTER ABBY 2014: ENTRY FORM

Category No. : _____

Category Description / Name : _____

Brand Name : _____

Title of Entry / Caption : _____

Date of 1st implementation/Release : _____

Date of Subsequent Release : _____

Entrant Name: _____

(Entries will be accepted on individual company name. Do not club the agency with the group name.)

Contact Key Person's name:

Name: _____

Title / Position of Contact: _____

Address: _____

Tel / Mobile Number: _____

E Mail Id: _____

Signature: _____

Client Authorization is a must

Client Organization: : _____

Contact Person : _____

Tel No. : _____ Mobile No. : _____

E Mail Id: _____

Signature: _____

Names of people who had a significant input in the work submitted:

<u>Name</u>	<u>Company</u>	<u>Position</u>
Person1: _____		
Person2: _____		
Person3: _____		
Person4: _____		
Person5: _____		
Person6: _____		

Special Credits: _____

* The organizers take no responsibility for returning the entries and will be free to utilize the material in any manner that it deems fit. The decision of the organizers in all matters will be final and binding. Please read 'Call For Entries' e-brochure carefully before sending entries. Send entries to:

The Advertising Club, C/o. Bombay Cycle & Motor Agency Ltd., KARMA, Bellissima, 1st Floor, 534, SVP Road, Opp. Domino's Pizza, Mumbai – 400007

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GOAFEST PUBLISHER ABBY 2014: ENTRY FORM

Category No. : _____

Category Description / Name : _____

Brand Name : _____

Title of Entry / Caption : _____

Date of 1st implementation/Release : _____

Date of Subsequent Release : _____

Entrant Name: _____

(Entries will be accepted on individual company name. Do not club the agency with the group name.)

Contact Key Person's name:

Name: _____

Title / Position of Contact: _____

Address: _____

Tel / Mobile Number: _____

E Mail Id: _____

Signature: _____

Client Authorization is a must

Client Organization: : _____

Contact Person : _____

Tel No. : _____ Mobile No. : _____

E Mail Id: _____

Signature: _____

Names of people who had a significant input in the work submitted:

<u>Name</u>	<u>Company</u>	<u>Position</u>
Person1:	_____	_____
Person2:	_____	_____
Person3:	_____	_____
Person4:	_____	_____
Person5:	_____	_____
Person6:	_____	_____
Special Credits:	_____	

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