



**PROVE YOUR
CREATIVE
PROWESS
WITH A
PEPPER AWARD!**

CATEGORIES

WWW.PEPPERAWARDS.COM





OPEN/NATIONAL CATEGORY



CATEGORY 1:

PRINT

*(Please refer SUB CATEGORIES listed at the end)**

CATEGORY 2:

AUDIO-VISUAL TV, CINEMA, DIGITAL, OTT (Below 1 min duration)

*(Please refer SUB CATEGORIES listed at the end)**

CATEGORY 3:

AUDIO – VISUAL CINEMA, TV, DIGITAL, OTT (1 minute and above)

*(Please refer SUB CATEGORIES listed at the end)**

CATEGORY 4:

AUDIO

Radio/Podcasts/Songs/Jingles/Shows or any other idea that utilises audio as a medium. This must be exclusively advertising content only. (ENTRIES WITH PROGRAMMING CONTENT performed by radio jockeys that is not advertising WILL NOT BE ACCEPTED.)

*(Please refer SUB CATEGORIES listed at the end)**

AUDIO CRAFT:

4i. Use of Music: Including original composition, licensed recordings or adapted / altered versions of an existing recording.

4j. Sound Design: The process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, etc.

4k. Script: Recognizes the ability of script to creatively transform a brand idea or message into an audio context that enhances the experience of the listener and meets the confines of the brief and regional regulations.

* Scripts should be specific to the audio medium, scripts for film work will not be accepted here unless it ran as standalone audio content.

4l. Casting & Performance: Recognises the overall delivery of the script through performance, where voice performance is integral to the success of the spot. This may include tone and pacing, use of accents or impersonation etc.



4m. Use of Radio or Audio as a Medium: The innovative or creative use of radio or audio as a medium, with evidence of how it was used in a creative and innovative way to communicate the brand's message.

4n. Use of Audio Technology: Forward thinking ideas which directly enhance the experience of the listener. Including, but not limited to, use of apps or mobile / web technology, software development and technology that demonstrates a development in the production process and distribution of audio.

4o. Voice-Activation: The innovative application and use of voice platforms and voice activated technologies to create interactive / immersive storytelling that drives engagement and enhances the experience of the listener.

CATEGORY 5:

OUT OF HOME (INCLUDING AMBIENT MEDIA)

*(Please refer SUB CATEGORIES listed at the end)**

CATEGORY 6:

INTEGRATED CAMPAIGN

*(Please refer SUB CATEGORIES listed at the end)**

(The definition of integrated: a campaign that includes 3 or more media) **Print + TV + Digital OR TV + Outdoor + Radio OR Print + Digital + Direct Mail OR TV+ Point Of Sale (Posters etc) + Digital and so on.** Whatever the combination, the entry must include 3 or more media. Also, the campaign idea must be extended using each media. Outdoor or Point of Sale must not be a direct copy/adapt of print. Or Digital (Online) film must not be the direct copy or edit of the film released by the brand on TV.)

CATEGORY 7:

DESIGN

The definition of Design is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product messages.

7a. Corporate / brand identity: a new brand logo, and its applications or a corporate rebranding scheme, with 3 or more applications including online branding communications if necessary.





7b. Stationery-business cards, letterheads, envelopes, CD covers, etc.

7c. Brochures, Catalogues and Annual Reports: Design of printed collateral that showcases conceptual brand communication, good use of typography, illustrations, photography or any other craft to meet the overarching objective of the piece. Entry must be executed/ printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

7d. Use of Design in Direct Mail: Event invitations, greeting cards, launch announcements that showcase conceptual communication, good use of typography, illustrations, photography, print or paper craft etc. to meet the overarching objective of the piece. Entry must be executed/ printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

7e. Use of Design in Posters: Film, event, corporate, traditional poster. Poster design for the use of promotion and brand communication. Entry must be executed/ printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

7f. Publications, books, diaries, newspapers, magazines: Entries may also include editorial sections and book, or magazine covers that showcase conceptual communication, good use of typography, illustrations, photography, print or paper craft etc. to meet the overarching objective of the piece. Entry must be printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

7g. Calendars: including table-top, pocket or wall calendars that showcase a concept that meets the objective of the piece. Entry must be printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

7h. Typography Design: Exceptionally well-crafted typography used for commercial design and communication projects, where





the craft brings a creative idea to life includes digital, film, print and environmental work. You may enter font design with at least one in-use example or creative use of type in print, packaging, publications or environments. Entry must be launched within the eligibility period.

7i. Packaging: Original & finished packaging that has been created and released to market can be submitted. Entry must be printed and distributed within the eligibility period. Entry should mention how many copies were printed and geography of distribution.

7j. Environment design: Design for retail spaces, services, workplace, Public Space and Community spaces can be entered in this category. Clearly mention area covered, location/s of designed space/s and date of launch. Design will be judged based on user-centricity, uniqueness of concept and quality of execution. Submitting actual photographs of the space in use are recommended. Entry must be launched within the eligibility period.

7k. Best Integrated Design Campaign using 3 or more Design Sub-Categories (From Categories 7a to 7j only) e.g., packaging and identity (For Category 7k the entry fee is Rs.9,000/- plus 18% GST)



PRINT & DESIGN CRAFT:

The following categories are open to agencies, creating companies and individuals. Authentication of creation by client and releasing media will be necessary. Entries can be entered in following sub - categories:

7o. Copywriting

7p. Art Direction

7q. Photography

7r. Illustration

7s. Typography

You may enter print, poster, outdoor, direct mail or packaging work. Each entry to be paid as a single entry.

CATEGORY 8:

DIGITAL

8A. Websites/Microsites/Metaverse Website entry cannot be submitted in microsite category and vice-versa.





8Aa. Brand Website – Long term destination that takes into account navigation, layout, usability, aesthetic and content, etc. Multiple entries for the same site in different subcategories is not permitted.

8Ab. Brand Microsite – Short term destination to promote a campaign etc. Multiple entries for the same campaign in different sub-categories is not permitted.

8Ac. Brand Metaverse: Virtual brand spaces where individuals can create, explore, and interact with one another in real time. Includes marketplaces where users can buy, sell and exchange digital assets like avatars, virtual clothing, NFTs and event tickets within learning, gaming, and other experiences.

8B. Social Media: Social engagement should be the primary purpose and not a secondary component in the overall activity.

8Ba. Social Media (Co-Creation/Crowd sourcing/Community Building) – Brand initiated encouraging the community to contribute or collaborate in innovative ways.

8Bb. Social Media (Tools/ Applications) – Digital applications or tools specifically designed for a social platform.

8Bc. Social Media (Livestreams and Other Real Time Engagements) – Campaigns that deploy livestreams, or any other means to actively engage the audience in real time)

8Bd. Integrated Social Media Campaign- Campaigns that harness various formats and touch points, using either one or more than one social media platform to bring the brand idea and engagement to life. (Note: If only brand videos, meant primarily for consumption on social media are being put up for submission, please enter them under category 8k)

8C. Digital Games The same entry can only be entered once in this section.

8Ca. Games (Online) – Games specifically created for use on online platforms including social.





8Cb. Games (Others) – Digital games deployed outdoor/offline.

8F. Use of Email Innovative approach to using or executing mail to achieve brand objectives.

8G. Best in Innovations on OTTs or Content Platforms Branded content created exclusively for OTT platform such as stand-alone feature film, or web-series.

This does not include DVCs (digital video commercials) or any other form of video advertising.

The film/web-series should have been released on one or more OTT platforms, such as YouTube, EROS Now, SonyLiv, Zee5, ALT Balaji (WHAT ARE THE MALAYALAM EQUIVALENTS OF THESE) etc. and should have been created for the brand. Includes how advertising on or collaborating with an OTT or internet content platform helped craft or boost the brand message.

Entry should be supported with highlights of the film and how the brand integration has been carried out. The entry should be sent on an online link only. Key Factors: Relevance to the OTT Platform's audiences Creative and Originality in Communication Strategic fit of the OTT platform to the campaign idea Impact of the Campaign



8I. Best in Moment Marketing

Includes how an **unpredictable, real-time event** was used to craft or boost the brand message. Note: This doesn't include topical events like festivals, national holidays or special days like Mother's or Father's Day. Can include marketing on and off social media.

8K: ONLINE ONLY VIDEO:

8Ka. Online only video (single, 15s)- A single brand video created specifically to be viewed online up to 15 sec in duration. It can reside on social media, video platforms or any commonly frequented portal.

8Kb. Online only video (single, 15s to 30s)- A single brand video created specifically to be viewed online, between 15 to 30 seconds in duration. It can reside on social media, video platforms or any commonly frequented portal.





8Kc. Online only video (single, 30s to 60s)- A single brand video created specifically to be viewed online, between 30 to 60 seconds in duration. It can reside on social media, video platforms or any commonly frequented portal.

8Kd. Online only video (single, above 60s)- A single brand video created specifically to be viewed online, above 60 seconds in duration. It can reside on social media, video platforms or any commonly frequented portal.

8Ke. Online only video (Campaign) - A series of 3 to 5 unique brand videos, with same, or varying durations.

CATEGORY 9: VIDEO CRAFT

The following categories are open to agencies and film production houses. Authentication of creation by client and releasing media will be necessary.

Entries can be entered in following sub-categories:

- 9a. Direction**
- 9b. Editing**
- 9c. Animation**
- 9d. Cinematography**
- 9e. Music**
- 9f. Special Effects**
- 9g. Sound Design**
- 9h. Casting**

CATEGORY 10. (KERALA CATEGORY)

(ENTRY ACCEPTED ONLY FROM KERALA BASED AGENCIES)

Note : No points will be considered from Kerala Category for Creative Agency of the Year Award. However trophies will be given away to winners of this category.

*(Please refer SUB CATEGORIES listed at the end)**





SUB CATEGORIES*

(common to all categories from 1 to 6 as well as Kerala Category)

1a. FMCG: Foods & Beverages – Food: Packaged foods, snack foods, baby foods, confectionery, seasoning, biscuits, baked food, ready-to-eat foods, table and kitchen ingredients, ice-cream, dairy products, etc. Beverages: Non-alcoholic beverages, colas, aerated drinks, concentrates, soft drinks, water, juices, etc.

1b. FMCG - Personal Care, Home Care, Healthcare & Others : Toiletries, Cosmetics and Healthcare : Bathing and personal care products, medicated plasters, hair care, dental care, mouthwash, toothpaste, soaps, shaving products, feminine hygiene washes/tissues, diapers, beauty care, nutrition supplements, OTC medicines, diet supplements, perfumes, contact lenses, deodorants, talcum powders, creams, lotions, hair dyes, epilators, cosmetics for hair/skin/complexion/nails, inhalers, nutrition supplements, skin treatments, wellness-related products and services. Clothing, Innerwear, Footwear and Accessories: clothes for men, women and children, innerwear, accessories like shoes, watches, sunglasses, ties, belts, head gear, jewellery, bags and purses, textiles, suiting, shirting, fabric, etc.



Household Products and Maintenance: Products related to household care, toys, insect repellents, dry cells, furniture, cookware, curtains/upholstery, crockery, cutlery, crystal, clocks, room fresheners, novelty, curios, lighting fixtures, dishwashing liquid, fabric care products, utensil care, bathroom care, floor care, polishes, garden care, pet care, bulbs, deodorizers, air fresheners, glass cleaning liquids, stationery, tools, gifts, furnishings, paints, ceramics, adhesives, cement, wall and floor coverings, toilet paper, photo frames, visual arts, wood varnishes, insulation, fertilizers, travel goods like suitcases, rucksacks, carry bags, umbrellas and accessories, sports, recreation and education products and any other fast moving consumer goods, etc.

1c. Consumer Durables - Household and Business Appliances: White goods, entertainment electronics, kitchen and household appliances like TV, radios, video and audio equipment, stereos, home computers, photocopiers, cookers, ovens, toasters, irons, microwaves, mixer grinders, typewriters, cameras, musical instruments, refrigerators, washing machines, air conditioners, air coolers, heaters, air and water





purifiers, vacuum cleaners, dishwashers, geysers, dehumidifiers, mobile handset and any other consumer durables that don't come under automotive category.

1d. Automotive - Automotive and related products: cars, two-wheelers, trucks, petrol, engine oils, car accessories, spares, services related to cars, tyres, etc.

1e. Services – Telecom Products and Services: Mobile service providers, landline services.

Financial Services: Banks, investments, loans, insurance, mutual funds, brokers, credit cards, debit cards, loyalty cards and programs, financial consultants, cash management services, etc.

Business and Home Services: Couriers, internet providers, event management companies, software providers, dial-a-bouquet, yellow pages, pest control services, security services, hospitals, retouching studios, photographers, advertising agencies, digital agencies, IT services, website design companies, transport and logistics services, real estate companies, training, consulting, DVD rentals, etc.

Travel, Leisure and Hospitality: Tourist Boards or Associations, hotels, restaurants, package tours, tour operators, places of tourist interest, airlines, cinema halls, libraries, bowling alleys, cookery classes, dancing classes, aerobics classes, gyms, swimming pools, railways, spas, cruises, resorts, rent-a-car services, computer games, sports clubs, pilgrimage sites, etc.

Healthcare Services: Hospital Service, Managed Healthcare, Education/Overseas education (all tuition engg/medical/CA classes etc), Sports classes. ALL APP BASED SERVICE PROVIDERS (CAR RENTALS/HEALTHCARE/CLEANING/DELIVERY/EDUCATION ETC SERVICES.)

1f. Retail - E-commerce (All app based or online retail providers – CLOTHING/FASHION/COSMETICS/ACCESSORIES ETC) and Malls, department stores, virtual stores, boutiques, salons, shops, restaurants, cafes, bookshops, etc.

1g. Corporate, Media, Entertainment & Others - Advertising that enhances image of an organization without mentioning specific product attributes, recruitment, event sponsorship, festival messages, Media and Publications, TV channels, radio station and outdoor publication marketers & others.



1h. Public Service - Health, environment, social causes, population control, etc. If the advertiser is a corporate group and not a public welfare organization, the entry should be submitted in the previous category 1g.

SPECIAL CATEGORY : YOUNG PEPPER .

If you are a dynamic young duo (one art and one copy creative person, below or 30 years old as on March 31, 2023) and keen to win a prestigious Young Pepper Award, create a unique idea that covers the subject outlined below:

The subject brief will be given by Pepper Trust.

This award is designed to recognise excellence in a duo and to encourage young creative professionals, but the work has to be certified as original work done by the entrants in the period of this year's Pepper Awards by both the National Creative Director and CEO of the Company entering or Faculty Head and Professor/Dean of the College or University as the case may be.

The brief will be available from 25th September onwards. If you wish to participate, please send an email with detailed information about the participants to Young Pepper at peppertrustcochin@gmail.com to get the brief. The last date for submitting the campaign is 25th October 2023. The creatives should be sent along with a video presentation, exceeding not more than 10 minutes.

To promote young creative talent, entry is free for this category.

CREATIVE AGENCY OF THE YEAR AWARD:

Will be adjudged from the metal tally of the categories PRINT, DIGITAL, AUDIO-VISUAL TV, CINEMA, DIGITAL, OTT (BELOW 1 MIN DURATION), AUDIO – VISUAL CINEMA, TV, DIGITAL, OTT (1 MINUTE AND ABOVE), AUDIO, OUT OF HOME (AMBIENT MEDIA), INTEGRATED, DESIGN DIGITAL & VIDEO CRAFT.

ADVERTISER OF THE YEAR AWARD :

The advertiser with maximum number of points will be presented with the Advertiser of the year award.

POINTS

Gold : 20 points | Silver : 15 points | Bronze: 10 points

LIFE TIME ACHIEVEMENT AWARD

The criteria of this award will be selected by a separate jury and awarded to a senior person based in Kerala in the field of advertising, media or allied industries.



JURIES



DEEPA GEETHAKRISHNAN,
Founder,
MYO Brand Solutions Co.



PRIYA SHIVAKUMAR
Sr National Creative Director,
Wunderman Thompson India



HARSHADA MENON
Group Creative Director,
DDB Mudra Group



RAJ KAMBLE
Founder & CCO,
Famous Innovations



ABHIJIT AVASTHI
Founder,
Sideways



BURZIN MENTA
CCO,
Gozoop Group



ANURAG AGNIHOTRI
Managing Partner (Creative),
Ogilvy West



ASHISH KHAZANCHI
Managing Partner,
Enormous



JOJI JACOB
Creative Partner & Co-founder
BLKJ Havas Singapore



PRATHAP SUTHAN
Co-founder & CCO
Bang In The Middle



RAJ NAIR
Former CEO & CCO,
Madison BMB



GEORGE KOVLOOR
CCO,
Wavemaker India

Sponsors :



മലയാള മനോരമ

മാതൃഭൂമി



THE HINDU



മംഗളം



ഭരതാഭിനാമി

manorama ONLINE

ഗൃഹലക്ഷ്മി

കേരള കാമുകി

Community Partners:



Outdoor Partner:

Technology Partner:



Edu Partner:



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