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Presents

The Advertising Club Bombay's

**EMVIES**  
2005



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## Entry Application Form

Please use one form per entry. If more documents are required please use photocopies.

Category Code : \_\_\_\_\_

Category Description : \_\_\_\_\_

Brand Name : \_\_\_\_\_

Client Name : \_\_\_\_\_

Contact Person : \_\_\_\_\_

Cell No : \_\_\_\_\_

E-mail ID : \_\_\_\_\_

Signature : \_\_\_\_\_

Entrant Organisation : \_\_\_\_\_

Address : \_\_\_\_\_

Contact Key Person's Name : \_\_\_\_\_

Signature : \_\_\_\_\_

Tel No. : \_\_\_\_\_ Cell No. : \_\_\_\_\_

Names of Contributors : \_\_\_\_\_  
(Maximum of six names only)

Submit your entries to :

The Secretariat  
The Advertising Club Bombay,  
504, Radhe Vallabh Society, French Bridge Corner,  
Opera House, Mumbai-400 004.  
Tel: 23894091, 23810213 Fax: 2389 2067  
E-Mail ID: adclub@vsnl.com  
Website: [www.adclubbombay.com](http://www.adclubbombay.com)

**The last date for submitting entries: Wednesday, 25th May, 2005 before 4.00 pm.**

The EMVIE Awards will be given away at a glittering ceremony to be held at the Ball Room, Taj Lands End Hotel, Bandra on Thursday, 23rd June 2005

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Calling in for entries of some of the greatest in Indian media who have dared to think different and contribute ideas that have separated the best from the rest.

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# THE EMVIES 2005

## Introduction

For the past four years The Advertising Club Bombay has been honouring the best in the business of media through the prestigious EMVIE Awards. The EMVIES have gone from strength to strength in these years with the very active and enthusiastic support of the entire media fraternity.

Not only have these awards become a matter of honour for media planning and buying houses, but are today receiving tremendous support from media marketers and clients as well!

To recognize and reward the outstanding media work done last year, we invite entries for the EMVIES 2005. After following a rigorous two stage judging process, gold and silver awards will be given away in each category.

## Categories for Emvies 2005

**A. Best Media Strategy:** for the best strategy across any product category, which clearly demonstrates how the media strategy added discernible value to the brand/campaign.

**B. Best Media Innovation:** for the creative use of any media/media vehicle which demonstrates 'out of the box' media usage.

There will be separate awards for innovations in

TV

Print,

Out Of Home,

Cinema,

Radio

Internet,

Events,

Direct Marketing &

Never used before media.

**C. Best Media Research:** This award is for any media research, which has resulted in unique media insights.

**D. Media Agency of the Year:** The agency with the most number of points in A,B,C categories.

**E. Best Media Marketer of the Year:** This award is for the best strategy used by a media house (channel/publication/radio station/internet marketing firm/outdoor marketer ) to generate impressive business growth.

**F. Grand EMVIE:** for an entry getting the highest aggregate score across all categories.

## Category-wise entry requirements

The entries for the categories should answer the questions outlined below:

**A. Media Strategy :** - ( a maximum of 1500 words to be used)

- Background
- The Marketing Objective
- Target Audience
- The situation analysis
- The Solution & Execution
- Result- How did it help the brand

**B. Media Innovation :** - ( a maximum of 1000 words)

- Background
- Communication Goals
- The Media Solution & Execution
- What makes the idea special? A Winner?

**C. Media Research :** - ( a maximum of 2000 words)

- Objective
- Methodology
- Findings
- What makes this research special in our context?

**E. Best Media Marketer :** - ( a maximum of 1500 words)

- Background
- Objective
- Solution
- Result

Results demonstrated in quantitative terms will get more weightage in all cases.

## Category Codes for Emvies 2005

	Category Code
Best Media Strategy	A
Best Media Innovation - TV	B01
Best Media Innovation - Press	B02
Best Media Innovation - Radio	B03
Best Media Innovation - Cinema	B04
Best Media Innovation - Internet	B05
Best Media Innovation Out-Of-Home	B06
Best Media Innovation - Events	B07
Best Media Innovation - Direct Marketing	B08
Best Media Innovation - Never used before media	B09
Best Media Research	C
Best Media Agency of the Year	D
Best Media Marketer of the Year	E
Grand EMVIE	F

No submission of separate entries for categories D & F

## Judging Process

This will be a two-stage process.

### **Stage I:**

This will have the entries judged by a panel comprising a minimum of 6 member jury. The panel will be eminent members of the advertising, marketing and media fraternity.

The size of the panel is large and spread across the various functions in order to ensure that individual biases are nullified.

### **Stage II:**

Entries which are shortlisted in categories A, B, C & E in Stage 1 will go to Stage II. In Stage II, presentations will be made to a panel comprising a minimum of 6 member jury of eminent advertising personalities where the Gold and Silver will be awarded.

Category D: Will depend on the number of points accumulated by a media agency or the media department of an agency.

Category F: The Grand EMVIE will go to an entry getting the highest aggregate score across all the categories.

Best case study presentation: The audience can exercise a vote on the day of the presentation of case studies. The most popular presentation gets a special memento at the Awards Ceremony.

## Rules & Regulations

- A.** The work entered should have been executed between January 1<sup>st</sup>, 2004 to December 31<sup>st</sup>, 2004 for the first time.
- B.** Entries must be for a genuine client of the agency and as part of the clients' advertising activity in the year 2004 and not created for the purposes of winning an award.
- C.** Each entry must be accompanied by an entry form with all details filled in as required. Entry forms not filled in correctly/incompletely are likely to be disqualified. Entries that are not correctly paid for are also liable to be disqualified. No refund is allowed in such cases.
- D.** Entries for a category must be grouped together and sent in a separate envelope with the category code listed clearly and boldly on the cover as also a mention of the material sent.
- E.** The decision of the jury will be binding and final on the entrants.
- F.** Material Requirement
  1. Nominations for categories A, B, C & E are to be submitted in MS Word format along with a CD. The entries must be on A4 size paper (Spiral Bound)
  2. **The entry cannot mention name of agency in any form. Using the agency logo is strictly prohibited. Use of multimedia will be permitted during the live presentations.**
  3. Please give 10 copies of each entry/case study along with the CD.
  4. The cover of the entry must have the entry form pasted on it
  5. The media innovation should be accompanied by the necessary support in the form of an Artpull/Beta/CD.
  6. The Entry fee: The entry fee for the Media Innovation category is Rs 3000/- and for the rest Rs 3500/- per entry.
  7. Entries for the category Internet may please be send on a CD.
- G.** Mode of payment: Entrants may make a consolidated payment by cash/cheque for all entries submitted by them in favour of THE ADVERTISING CLUB BOMBAY. There will be no refunds for any reason. Outstation cheques will not be accepted. DD preferred.

**Note:- Creative material becomes the property of The Advertising Club Bombay and will not be returned. The Advertising Club Bombay reserves the right to make copies of selected creative material for education and publicity purposes.**