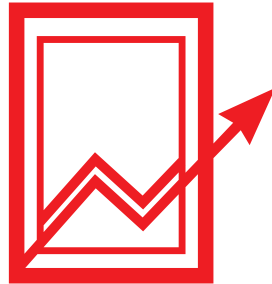
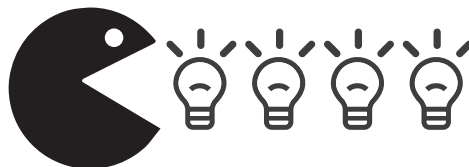
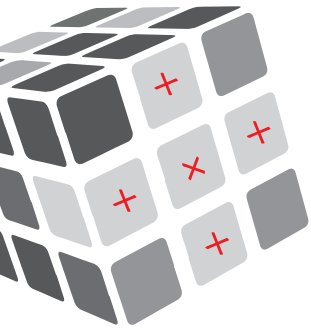


ENTRY KIT

exchange4media
PRESENTS



INDIAN
MARKETING
AWARDS
2014







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ABOUT IMA

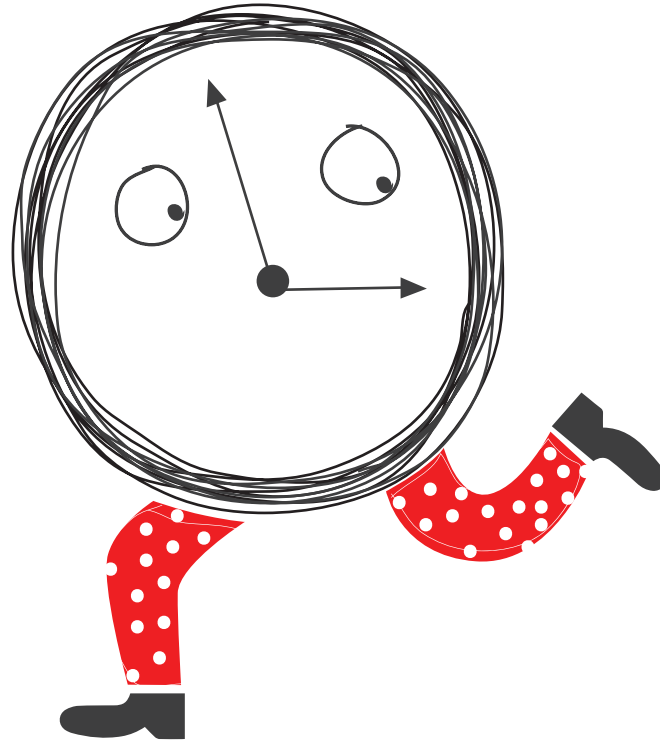
exchange4media presents India's first marketing awards that will set the standard of marketing excellence in India. The awards recognise the fact that marketing is critical for the organic growth of a business and plays a central role in creating, communicating, capturing and sustaining value for an organisation. The awards will be presented to organisations, individuals and teams who have achieved extraordinary success from innovative and effective marketing practices, having regard to the particular circumstances of different industries and diversity of marketing programmes.

PURPOSE

The purpose of the Indian Marketing Awards (IMA) is to advance the marketing profession and to unlock the potential of ideas, markets and businesses, and to realise their true value for customers and organisations. The IMA will establish that marketing is purposeful, effective and measurable, and that it delivers business results, customer value and transformation. The awards will identify emerging trends and extend knowledge sharing among marketing professionals across the country.



KEY DATES & DEADLINES



15th August - 30th September	Call for Entries
16th October - 31st October	Validation of Entries
1st November - 10th November	Screening
14th November	Jury Meet
28th November	Awards Night

FOR QUERIES, PLEASE CONTACT:

Sonia Mehndiratta

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Agnel D'souza

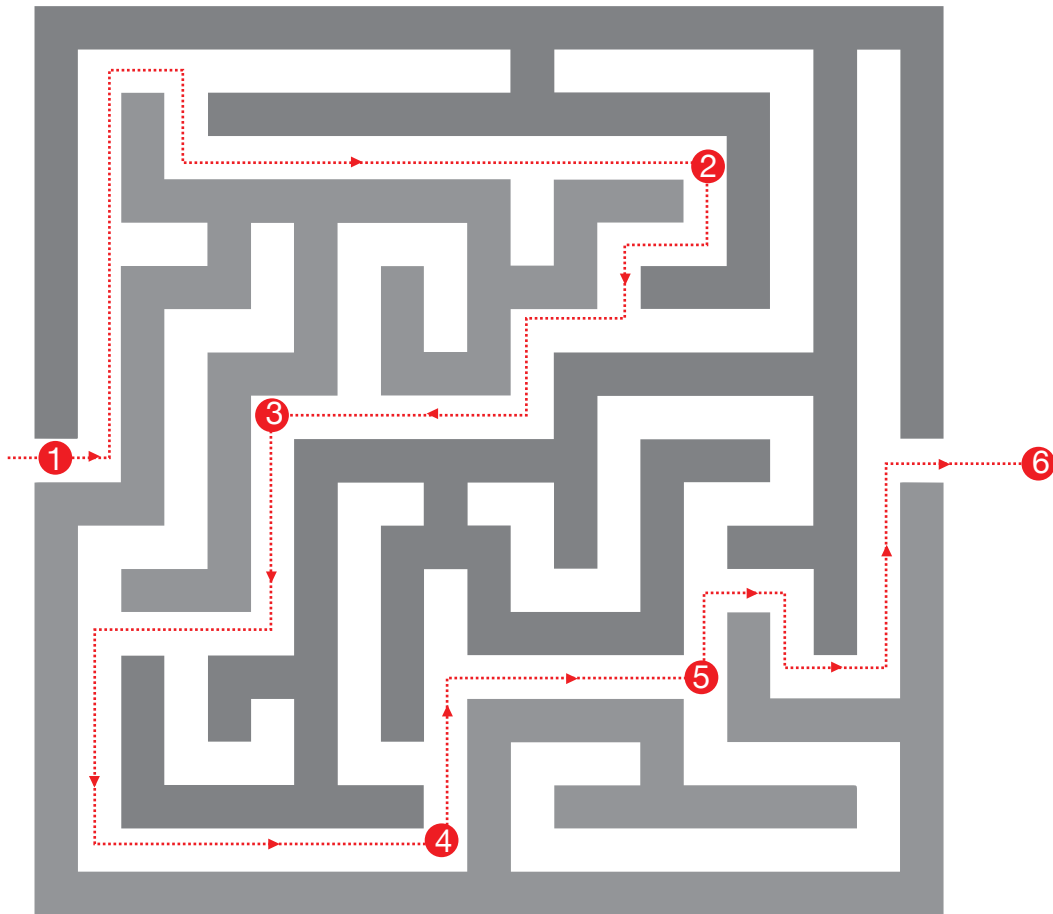
agnel@exchange4media.com | +91-9870292834

ELIGIBILITY

- The award is open to all parties and organisations including, but not limited to, those involved in advertising, production, media, PR, design and other creative industries.
- The campaign submitted must have been released/submitted/published for the first time to the public between 1st July 2013 and 31st June 2014.
- An 'entry' means one case with one choice of category. Should you enter the same case in three categories, this represents three entries and therefore three entry fees. For more information, please see "Entry fees & payment".
- The organisers may contact the client related to any entry at the request of the jury at any time during the voting process, should any questions about the implementation or presentation of the work arise.
- The organisers will endeavour to move entries to more appropriate categories if necessary.
- Entries will not be considered complete until the compulsory documents have been uploaded online and full payment has been made.
- Upload your creative files on Google Drive in any of the following formats- PDF, DOC, PPT, MOV, AVI, WAV, MP3 or MP4. Please provide us the link as well.
- All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry.
- All entry forms must be completed online at:
<http://www.exchange4media.com/IMA2014>



ENTRY PROCEDURE



1. Download the rules and sample entry form
2. Collate information and media for submission
3. Create an account on exchange4media.com/ima2014
4. Complete the entry form and mention the Google Drive link
5. Pay online or through cheque/DD and submit your entry
6. Send your physical materials to the following address:

Sonia Mehndiratta
exchange4media
B-20, Sector 57, Noida – 201301
Tel: 0120-4007700

ENTRY FEE & PAYMENT



THE ENTRY FEE IS APPLICABLE ON EACH ENTRY

Single entry.....	Rs. 9,500
2-5 entries	Rs. 8,500 each
6-10 entries	Rs. 7,500 each
11 or more entries	Rs. 6,500 each

MODE OF PAYMENT

Cheque/Bank Transfer/Credit/Debit Card

PAYMENT BY CHEQUE

Please make the cheque payable to 'Adsert Web Solutions Pvt. Ltd.' and mail it to our corporate office at the following address, along with a copy of the summary page from the entry confirmation PDF that you received by email after submitting your entry:

Adsert Web Solutions Pvt. Ltd.
(Kind Attention: Gaurav Luthra)
B-120, Sector 57
Noida-201301

CATEGORIES

The award categories reflect strategic marketing objectives that are common to all organisations. Your submissions will be judged against the marketing achievements of all types of business – rather than just those of direct competitors in your industry sector.

Entrants should provide independent and robust data that supports the claims made. The judges will give more weight to quantitative data and comparable trend data over time. Key measures, which should ideally be included, are sales, profit, market share and customer attitudes.

1. BRAND ACTIVATION

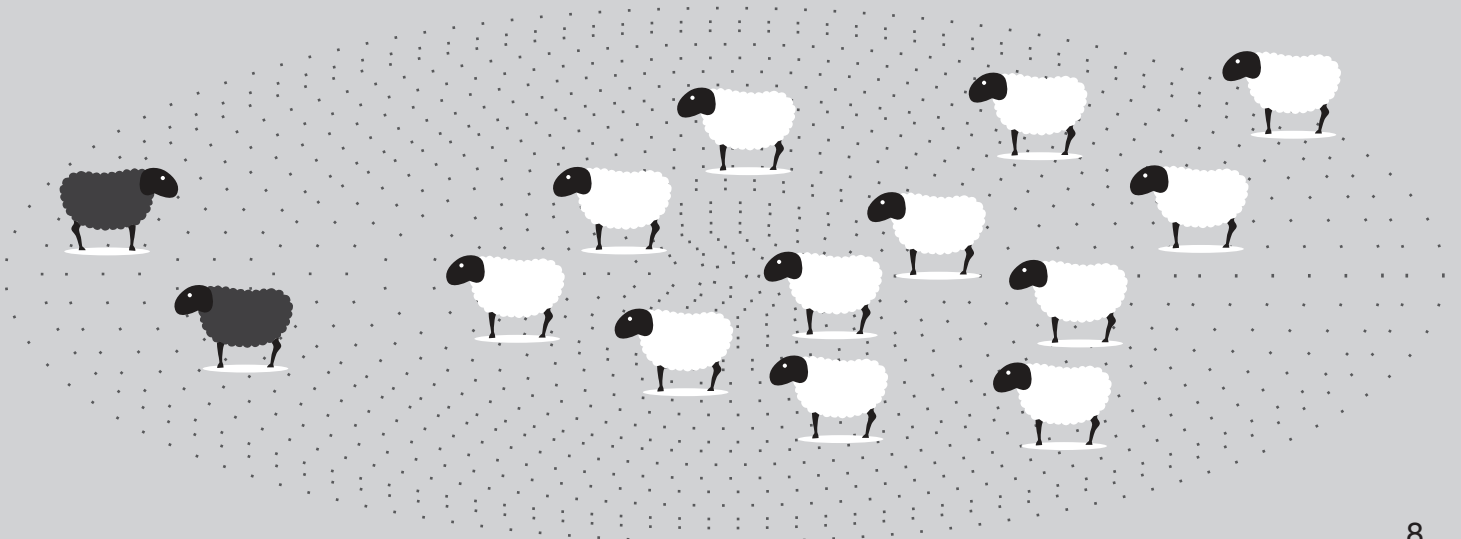
Brands will demonstrate how they have achieved outstanding results through the integration of all available communication means, such as sponsorship, events, PR, advertising and promotions, in a single creative theme. The judges will evaluate:

- a. Project objectives
- b. Creativity across all brand activities
- c. Evidence of effectiveness
- d. Commercial success

2. BRAND EXTENSION

Submissions must demonstrate the successful extension of an existing brand into new markets or market segments, to the long term commercial benefit of the original brand and its owner. The judges will evaluate:

- a. Customer insight
- b. Incremental sales
- c. Minimal cannibalisation
- d. Effective use of marketing resources
- e. Evidence of commercial success



3. BRAND REVITALISATION

Entrants will provide evidence of marketing activity that has successfully challenged public perceptions of a product or service and achieved significant commercial gain as a result. The judges will evaluate:

- a. Research and creative problem solving
- b. Improved customer perceptions
- c. Rising sales/market share trends
- d. Effective use of marketing resources
- e. Evidence of commercial success

4. BUSINESS-TO-BUSINESS MARKETING

Business-to-Business cases may be entered for all categories and a special award will be made for the best Business-to-Business case submitted.

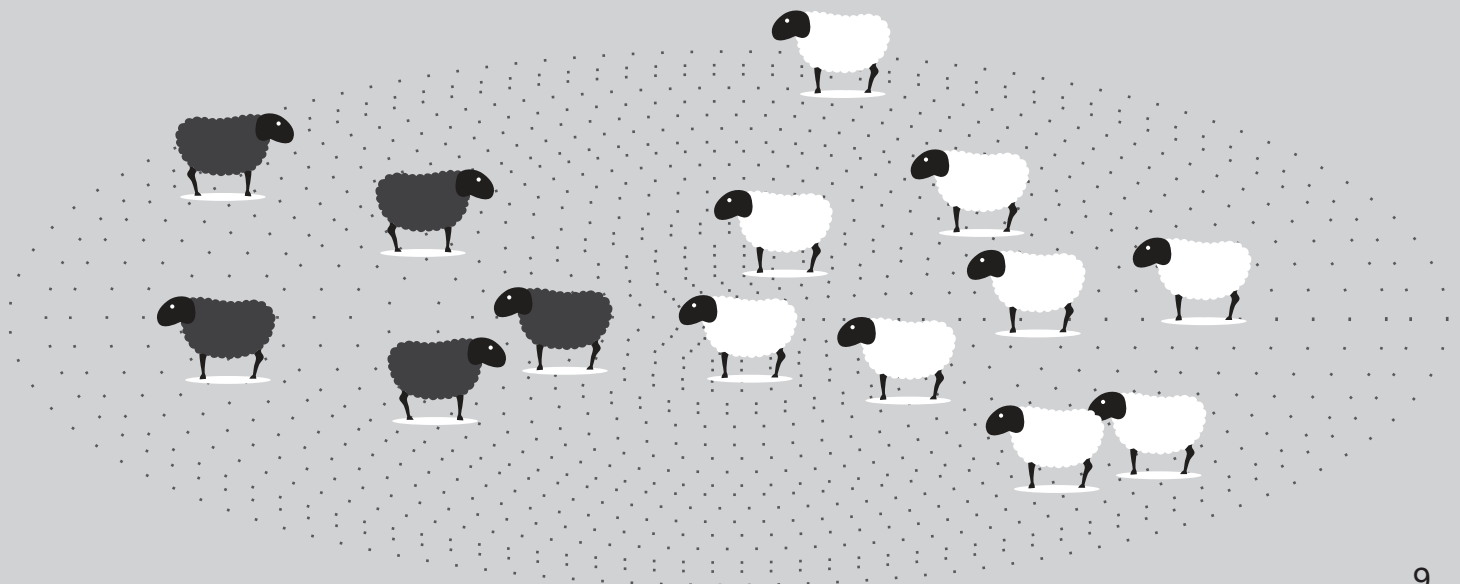
If you would like your entry to be considered as a Business-to-Business submission, please state this clearly on your submission. You do not have to pay twice for a Business-to-Business entry. The judges will be looking particularly for:

- a. Originality of approach
- b. Evidence of commercial success
- c. Return on marketing expenditure

5. CAUSE RELATED MARKETING

This category is open to those marketing campaigns arising from a partnership between a business and a cause, which have delivered tangible and mutual benefits to both parties. The judges will be looking for evidence of how these campaigns have performed overall, and how they are integrated with broader marketing objectives. The judges will evaluate:

- a. Brand fit with charity partner or cause
- b. Staff 'buy-in'
- c. Value delivered to both partners



6. CONSUMER INSIGHT

Judges will be looking for the best use of research or database development to provide information on consumer behaviour that has resulted in measurable improvements in brand performance. This may include research for new product development. The judges will evaluate:

- a. Rigour of the research process
- b. Discovery of genuine insights
- c. Creative application of the research
- d. Change in consumer attitudes
- e. Improved brand performance, or a successful new brand launch

7. DIGITAL MARKETING, SOCIAL MEDIA & MOBILE MARKETING

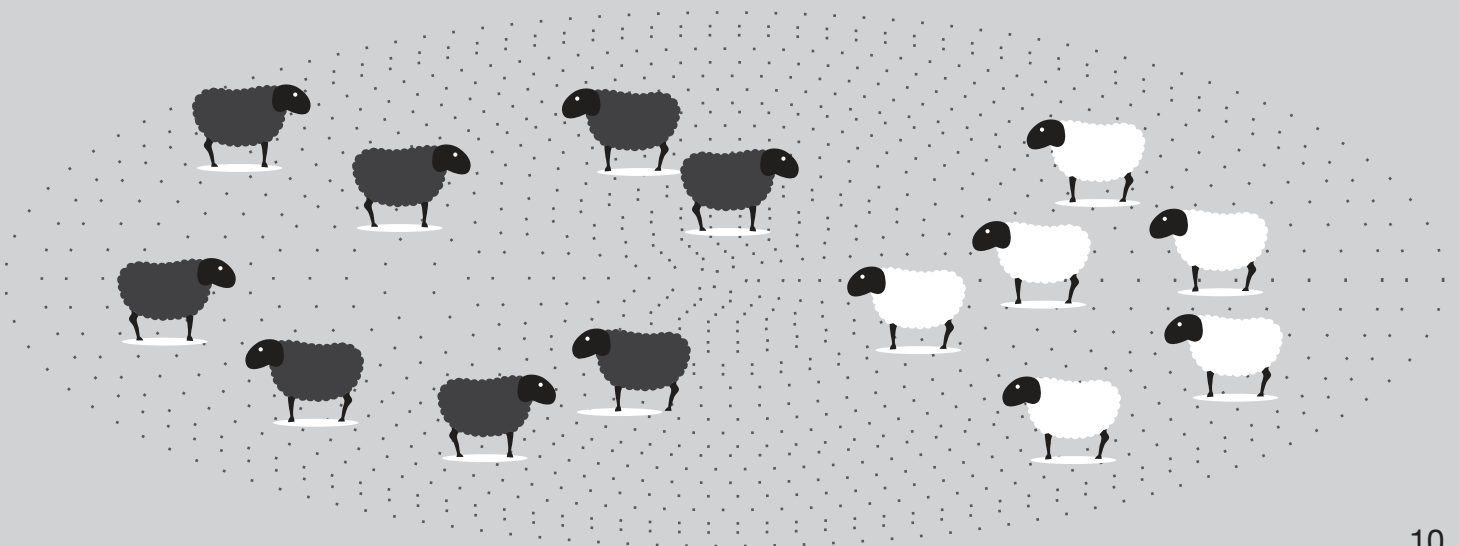
This category is open to brands that have made effective use of social media, mobile media or any other form of digital marketing to improve their commercial performance. Companies will have to demonstrate to the judges the following:

- a. Originality of approach
- b. Evidence of commercial success
- c. Return on marketing expenditure

8. E-COMMERCE

Organisations that transact solely or in part online will provide evidence of improved commercial performance online. The judges will evaluate:

- a. Analysis and creative problem solving
- b. Rising sales/Market share trends
- c. Effective use of marketing resources
- d. Evidence of commercial success



9. GLOBAL MARKETING

The judges will be looking for examples of effective international brand marketing across at least 3 countries or regions (not including India). The judges will evaluate:

- a. Insight into common market needs
- b. Applied learning from one market to another
- c. Cost efficiencies
- d. Evidence of consistent success across markets

10. CUSTOMER RELATIONSHIP MARKETING

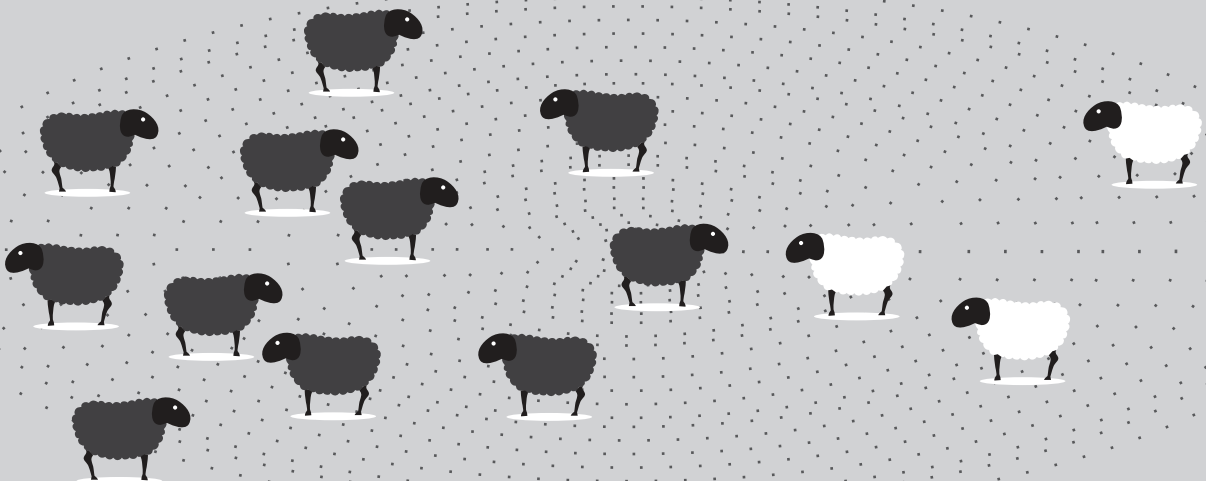
Entrants will provide evidence of an improved relationship with their customers. This may be demonstrated by increased customer retention levels, or by increased revenue per customer, or by improved customer satisfaction levels, or all of these. This may have been achieved as a result of new products, services, pricing or communication. The judges will evaluate:

- a. Understanding of customer lifetime value
- b. Superior customer segmentation
- c. Improved value for customers
- d. Original thinking to increase customer revenues
- e. Return on marketing expenditure

11. MARKETING COMMUNICATION

Entrants will demonstrate the proven effect that marketing communications have had on the improved commercial performance of a brand. The judges will evaluate:

- a. Role of research
- b. Creativity
- c. Superior media planning
- d. The effect of communication, isolated from other influencing factors
- e. Return on marketing expenditure



12. MARKETING ON A SMALL BUDGET

Entrants will demonstrate the proven effect on the commercial success of a brand of a total brand marketing budget of less than Rs. 5,00,000. The budget may have been spent through any communication channel. The judges will evaluate:

- a. Creativity of the marketing plan
- b. Originality of approach
- c. The scale of the achievement

13. NEW BRAND, PRODUCT OR SERVICE LAUNCH

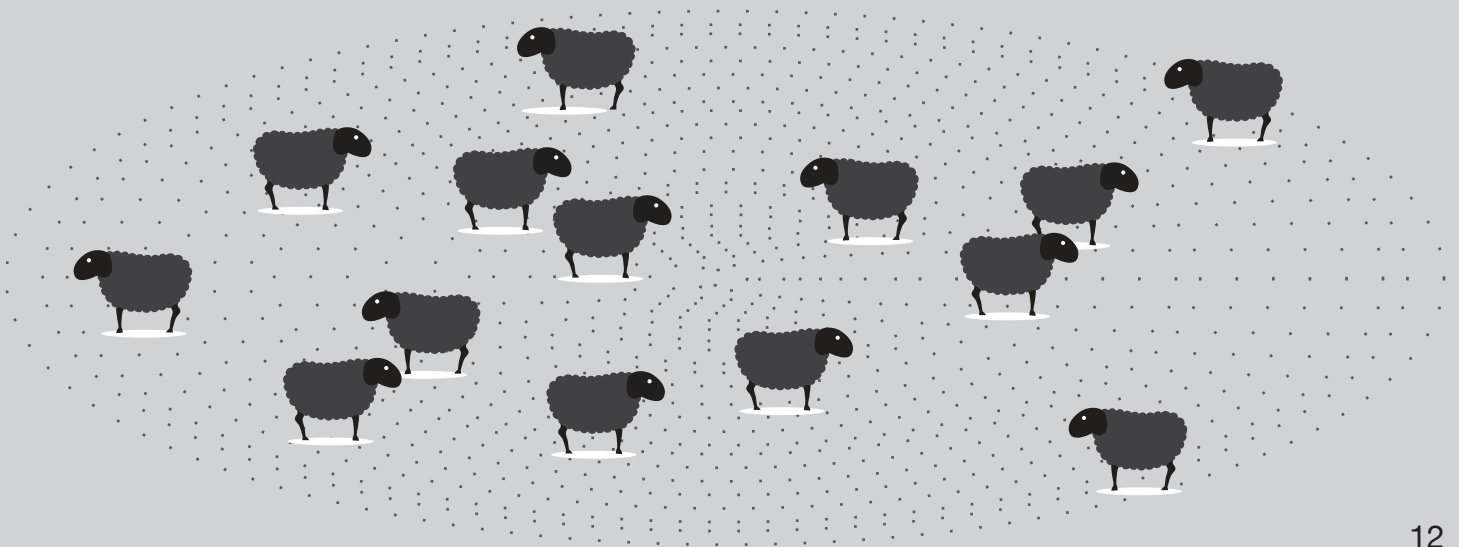
The judges will require evidence of strong commercial success from the creation of a new product or service by an existing brand owner, or by a newly emerging business. The judges will evaluate:

- a. Customer insight
- b. The creation of clear brand values
- c. Superior value for customers
- d. Effective use of marketing resources
- e. Evidence of commercial success

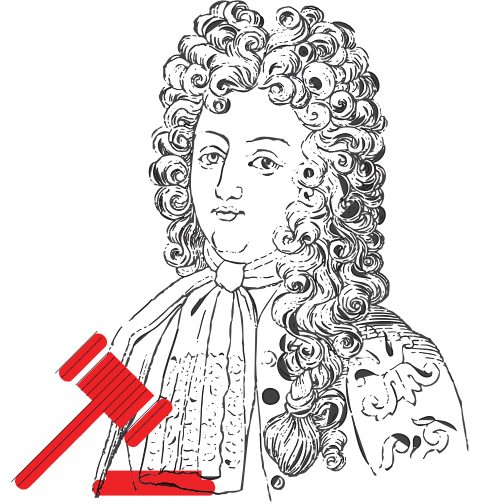
14. NOT-FOR-PROFIT MARKETING

This category is open for marketing campaigns from a not-for-profit cause or public service organisation, which have delivered a tangible and lasting effect. The judges will evaluate:

- a. Value delivered to cause or organisation
- b. Change in public perception
- c. Return on marketing expenditure



JUDGING



1. The jury will meet in Delhi in November 2014.
2. The jury will comprise eminent individuals from diverse fields.
3. Judges shall abstain from voting on any work in which they or their companies have been involved, either directly or indirectly.
4. The jury will vote on the shortlisted entries and then decide which entries will be awarded gold, silver and bronze trophies.
5. The decision of the jury in all matters relating to the awarding of prizes will be final and binding.
6. Judging Criteria

The Issue	10%
The Solution (including marketing outputs)	30%
The Result (marketing outcomes)	30%
The Key Outcomes (that contributed value to the organisation)	30%
Total	100%

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