



exchange4media

**Golden
Mikes** 2017

Radio Advertising Awards

Golden Mikes Radio Advertising Awards

The power of voice is unquestionable and Golden Mikes Awards in the 7th year are truly a celebration of the best radio ads seen in India, across radio channels, from every part of the country. The Awards acknowledge the contribution of advertising agencies, media agencies, clients, radio stations, production houses and others to the growth of medium in the country.

This year we will be accepting entries for work done between **1st January, 2016 and 10th Mar, 2017**. The winners are selected from a Jury which comprises of seasoned marketers and agency heads.

Award Categories

1. EFFECTIVENESS

1. **Best Use of Radio:** To recognize advertising or a promotional activity on radio that has shown a measurable or proven impact on a client's business in terms of consumer behaviour, brand image, sales or any other standard measure.
2. **Best Use of Radio for a Launch:** To recognize effectiveness of an advertising or a promotional activity on radio that has been used for the launch of a new product or service.
3. **Best Use of Radio for Long term Effectiveness:** To recognize effectiveness of advertising or a promotional activity on radio which has run from the period 1st January 2015 and 28th February 2017 with proof that radio was a key to the activity's success
4. **Best Use of Branded Content or Sponsorship on Radio:** To recognize innovation and effectiveness of a branded or sponsored radio program featuring content creation, product placement or product association.
5. **Best First Time Effective Use of Radio:** Best use of Brands using Radio media effectively for the first time between 1st January 2016 and 28th February 2017.

2. CREATIVITY

1. Best Campaign: To recognize creative excellence of a strategic campaign on radio (A campaign must consist of two or more pieces of work for promoting a product/service)
2. Best Single Commercial-FMCG- Personal and Homecare
3. Best Single Commercial- Pharmaceutical, Healthcare and wellness
4. Best Single Commercial- Consumer durables
5. Best Single Commercial- Insurance , Banking & Financial services
6. Best Single Commercial- IT, Telecommunications & Digital Media
7. Best Single Commercial- Media & Entertainment (TV Shows/Films)
8. Best Single Commercial- Services
9. Best Single Commercial- Automobiles
10. Best Single Commercial- Real Estate
11. Best Single Commercial- Retail
12. Best Single Commercial- Public Service
13. Best Single Commercial- Corporate
14. Best Single Commercial- E-Commerce

15. Best Single Commercial- Food & Beverages
16. Best Single Commercial- Beauty & Cosmetics
17. Best Single Commercial- Jewellery, Fashion & Lifestyle
18. Best Jingle for a client
19. Best Jingle for a radio station
20. Best First Time Creative

3. PROMOTIONS

1. Best On Air Promotion for a Client- Single Station
2. Best On Air Promotion for a Client- Multiple Station
3. Best On Ground Promotion by a Single Station for a Client (Single Station)
4. Best On Ground Promotion by a Network of Radio Stations for a Client (Multiple Station)
5. Best On Air Promotion by a Single Radio Station for Self (Sponsored by a Client)
6. Best On Air Promotion by a Network of Radio Stations for Self (Sponsored by a Client)
7. Best On Ground Promotion by a Single Radio Station for Self (Sponsored by a Client)
8. Best on Ground Promotion by a Network of Stations for self (Sponsored by a client)
9. Best First Time Promotion

4. INNOVATION

1. **Best Radio Media Innovation:** Brands that have used the radio in a unique manner whereby the brand is subtly integrated in the content.
2. **Best Use of Radio in Media Plan:** Effective integration of radio as a key medium in the overall media plan of a brand to achieve their objectives.
3. **Best Use of Multi-city Radio Stations:** Brands that have succeeded in localizing their national radio plan.
4. **Best Use of Sponsorship in an on-air/on-ground promotion:** Brands that have used sponsorship in a unique manner.
5. **Best First Time Innovation:** Best use of radio media for innovation by brands for the first time between 1st January 2016 and 28th February 2017.
(Please mention the launch first date of the campaign).
6. **Best Digital/Web Streaming by a Radio/ Network:** Effective use of the digital platform of a radio station/s to promote a product or service

5. BROADCASTER

- Best On Air Promotion by a Single Radio Station for Self
- Best On Air Promotion by a Network of Radio Stations for Self
- Best On Ground Promotion by a Single Radio Station for Self
- Best on Ground Promotion by a Network of Stations for self
- Best Public Service Initiative by a Radio Station or a Network of Radio Stations

- Most Unique Programming Concepts /Ideas (Broadcaster)
- Best Program Launch on Radio
- Best Launch/Re-Launch of a Radio Channel
- Best Radio Program Promotion
- Best Broadcaster Annual Strategy: To recognise excellence of the annual marketing strategy of broadcasters to promote their radio station or network.

6. EXCELLENCE

- Radio Media Agency of the year: Agency that gets the highest points from awards in the all categories.
- Radio advertising agency of the year: Agency that gets the highest points from awards in the all sections.
- Radio Advertiser of the year: Advertiser that gets the highest points from awards in the all categories.
- RJ of the year: Open to nominations by the jury along with the entries sought.

JUDGING CRITERIA

JUDGING CRITERIA

| | |
|-------------------|---|
| Objective: | Core objective that the campaign wants to achieve |
| Concept: | Uniqueness of idea, clutter breaking ability, presentation and brand integration with creative and imaginative use of the radio medium. |
| Execution: | Quality of production, quality of writing, audio quality, degree and level of listener reactions and involvement. |
| Outcome: | Evidence of effectiveness of the campaign and achievement of objectives. |

Steps to Enter

Step 1: Create your account by registering with us ([Click Here](#))

Step 2: Fill Entry Form

Step 3: Make payment

ENTRY FORM (applicable to all categories except RJ of the Year)

The entry submission is entirely online process. One needs to provide following information in the form:

- Category Name
- Subcategory
- Entry/Campaign Name
- Product/Service
- Start Date of the campaign
- End Date of the campaign
- YouTube OR SoundCloud audio/vedio link
- Google Drive Link of PPT

NOTE- The presentation must have information covered on objective, strategy, execution and results. It can have maximum of 11 slides. Use bullet points only.

- Google Drive Link of PPT Transcript (if any)
- Summary (In 100 words & use bullet points)
- Basic contact details of person submitting entries, heading the project and details of client.

RJ of the Year

Entry Details

RJ Name

Radio Station

Youtube orSoundCloud Link

Entry Language

Enter PPT googledrive link

Enter Transcript in English (for regional languages) googledrive link

Brand/Agency Contact Details

Name of Entrant

Company Address

City

Pin Code

Website

Twitter Handle

Contact Details(enter details of person submitting entries)

Name

Designation

Email ID

Contact Number

Twitter Handle

Note:

- The powerpoint presentation must have following format:

SLIDE-1

Details of the person nominated

Name, Age, Organization, City, Current show, Email Address, Mobile Number

SLIDE-2

Shows aired in the last year, Provide link of the sound clip (YouTube/SoundCluod), Listenership statistics

SLIDE-3

Awards and Accolades

- Please note that this form MUST be mailed to saurabh.shetge@exchange4media.com and devika.gupta@exchange4media.com. The cost applicable to this sub-category is INR 10,000/entry. Payment details are mentioned in the last section of the document.

ENTRY FEES

| | |
|------------------------------------|------------------|
| Per Entry | Rs. 8000 |
| 5-10 entries | 10% Discount |
| 11-20 entries | 15% Discount |
| 21-0 entries | 20% Discount |
| More than 50 entries | 25% Discount |
| RJ of the Year | Rs. 10,000/Entry |
| 15% service tax applicable. | |

RULES & REGULATIONS

General Instructions

- Entry submission is a completely online process.
- Entries in all categories are open to all Indian languages and English.
- All entries MUST be submitted in the original language of the work.
- If the original language of the entry is not English or Hindi, a translation in English must be submitted.
- To qualify, work must have been aired on a radio station in India either wholly or partly between 1st January, 2016 and 28th February, 2017.
- There is no limit to the number of entries an organization can submit.
- An entry will be accepted only upon realization of the cheque/demand draft submitted for the respective entry/entries.
- An entry submitted in different categories will be considered in separate entries.
- All entries submitted will become the property of the exchange4media group. Submission of entry also authorizes the exchange4media group to use images and/or audio/video clips of up to two minutes from a single entry for use on radio [FM/AM/Internet/Satellite] and/or broadcast television (free-to-air, pay, cable, satellite, DTH, FTA, mobile, out-of-home, internet or any other digital medium for the purpose of promoting or reporting the awards) with due credits.
- It is assumed that all entries submitted to us are the original work done by the entrant and that the entrant is authorized to submit the work and other details on behalf of the client/organization for which it was done. Failure to follow this condition will disqualify the entry/entries.
- 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 decision of the Jury in all matters relating to the awarding of prizes will be final and binding.
- In the event of a complaint against any winning or shortlisted entry, the organisers will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client. The organisers will withdraw an award in cases where the complaint is upheld.
- Submitting an entry is deemed to confirm your acceptance of all the terms and conditions that apply.

Entry Submission Related Instructions

- Entrants MUST provide audio files and an AV or power point presentation. Audio files NOT to exceed more than 5 minutes and to be uploaded on Sound Cloud or YouTube, and the creative URL provided. Please ensure that the file formats, word limits, and duration limits are adhered to.
- The AV or power point presentation must mention about the objective, execution and result of the campaign.
- One needs to submit following information in the entry form:
Category and sub category name, start & end date of the campaign, YouTube OR SoundCloud audio/vedio link, Google Drive Link of PPT/AV (*NOTE- The presentation must have information covered on objective, strategy, execution and results. It can have maximum of 11 slides. Use bullet points only.*), google drive link for Transcript (if any), summary (In 100 words & use bullet points), basic contact details of person submitting entries, heading the project and details of client.

- For the category RJ of the Year category one needs to mail the entry form and powerpoint presentation. The details are:
 - To refer to RJ of the entry form:
 - Send the form to: devika.gupta@exchange4media.com & saurabh.shetge@exchange4media
 - Powerpoint presentation MUST mention:
 - **SLIDE-1**
Details of the person nominated
Name, Age, Organization, City, Current show, Email Address, Mobile Number
 - **SLIDE-2**
Shows aired in the last year, Provide link of the sound clip (YouTube/SoundCluod), Listenership statistics
 - **SLIDE-3**
Awards and Accolades

Payment Related Instructions

- The payment can be made through cheque, demand draft or RTGS payment mode.
- The payment for Golden Mikes will be done in “Adsert Web Solutions Pvt. Ltd.”
- Bank details are as below:

Here are the ICICI Bank details:

Beneficiary Bank Name : ICICI Bank Ltd.

Beneficiary Bank IFSC code : ICIC0000007

Beneficiary Bank A/c No. : 000705020823

Beneficiary Name & addressed : Adsert Web Solutions Pvt. Ltd. B-20, Sector 57, Noida-201301

- Cheque and cover letter should be sent to:

MUMBAI OFFICE

301, Kakad Bhavan, 3rd Flour, 11th Street,
Oppo. Galaxy Cinema, Bandra (W) Mumbai- 400(050)

Tel: 022-66206000 Fax: 022-66206099

Or

NOIDA OFFICE

Adsert Web Solutions Pvt. Ltd.
B-20, Sector 57 Noida (UP) 201301
Ph.: 0120-4007700

This should be accompanied by the cover letter mentioning the unique codes generated at the time of submission of entry online. The cover letter should be in following format:

| S.N | Entry Name | Category | Sub Category | Radio Station/Agency/Brand |
|-----|------------|----------|--------------|----------------------------|
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- *Contact details of the person sending in entries.*

Contact details of the person concerned from finance dept (if any).

*Once the payment is made one needs to send the scanned copy of the receipt & cover letter to devika.gupta@exchange4media.com
kirti@exchangemedia.com saurabh.shetge@exchange4media.com*

- Upon payment completion one must send the scanned copy of cheque/dd/receipt along with total number of entries uploaded to the above mentioned email IDs.
- For invoice generation one may send an email to devika.gupta@exchange4media.com or saurabh.shetge@exchange4media.com stating the number of entries, legal name of the company and legal name of the company.

Contact Us

For any event related queries, contact:

Devika Gupta

devika.gupta@exchange4media.com

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Saurabh Shetge

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For sponsorship opportunities, please contact:

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