

CATEGORIES

CHOOSING A CATEGORY FOR YOUR ENTRY

Entrants can choose the below categories and sub-categories to submit their campaigns. Please ensure that you read the description of the categories/sub-categories before submitting your campaign.

The PAS Awards Secretariat reserves the right to re-categorize entries and split/redefine categories any time as it feels appropriate.

The **REGULAR CATEGORY** is not a media and platform specific competition. The entries of products and brands that are similar in usage form this category irrespective of the platform it has leveraged to achieve its objective/s.

An entry should be placed in **PUBLIC SERVICE CATEGORY**, if the underlying objective/s of the campaign is to address or increase awareness of a certain social issue that is for the benefit of the general public or the society at large.

To enter in the **SPECIAL CATEGORIES**, the campaign can be a standalone effort or part of an integrated campaign. Please ensure that a separate entry form is filled that answers the specific need of that particular special category. Also, if the submission is part of an integrated campaign, the results section should only and clearly state numbers that are contributed by that particular effort and not the results achieved from the entire campaign.

Entering Multiple Categories: A campaign entered in a regular category may be submitted in one or more special categories. However, you will need to complete a separate entry form, submit or upload a separate set of creative samples and pay the entry fee for the additional category as per the 'entry fee' policy under 'Fees and Payment' section in the Entry Kit.



SPECIAL AWARDS

CAMPAIGN OF THE YEAR

The one BIG campaign that has out-shined across all the categories and serves as a benchmark for outstanding work and efforts that has delivered on all fronts.

To compete for the Campaign of the Year Award, the entry must be submitted in the Regular Category.

BEST NATIONALLY ORIGINATED CAMPAIGN

A campaign conceptualized and developed locally; not adapted from global/regional concept that shows exceptional idea, execution and effectiveness.

All locally developed entries that are submitted in Regular Categories automatically qualify for the Best Nationally Originated Campaign Award.

TOP BRAND 2016

This Award will acknowledge the Brand that, through its product proposition and marketing and advertising efforts, has been successful in delivering its brand vision, mission and objective with sustainability and measured growth that has benefited the company and its stakeholders.

Brands that have succeeded in showing 'purpose' and the value that it adds in its consumer's life will score extra on the scale.

Eligibility: Any local or international brands that have been marketed in Pakistan for at least 3 years as of December 31, 2016 are eligible to enter.

SPECIAL CATEGORIES

■ CAMPAIGN FOR GOOD

This award celebrates brands that are making the world a better place by using the power of their platforms for “good.” i.e. any effort by a commercial entity that sets out to give back in some way for the greater good is eligible to enter.

Winning efforts will represent the campaigns that most effectively combined business goals with a social cause and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

The communication effort could be an effort to expand an existing program in ways that benefit our society, our country or our planet.

- Marketing communications that focused on social causes (health, education, community, family, entrepreneurship, etc.) are eligible.
- When entering, entrants must provide information on the intent-to-do-good goals and business goals for the effort and the results achieved for both.
- How the Social Good initiative related back to the overall brand strategy. Why was this initiative selected and why was it the right fit for the brand?

■ CORPORATE CAMPAIGNS

This category is for communications that promote corporations, not exclusively their products. It can also include image and identity campaigns.

In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

■ MEDIA INNOVATION

“Changing the rules to maximize impact” - The entry that shows a campaign has gone beyond the conventional approach of using traditional media to grab its target, and effectively engage with them. The work must represent new and creative usage of the media channels as we know them, or have not yet met.

Entry can be made for the efforts that are:

- Creative driven - a campaign that shows insight and creativity and has gone beyond the conventional approach to grab its target, and effectively engage with them.
- Media driven - partnerships between a brand working with a single media owner to create and activate a strategic, multi-touch point experience with their audience.
- Content Led
- Data Driven Insights

Whether the effort was one execution or multiple, and/or has used one engagement channel or multiple, qualify to enter.

All entries must specifically address what was innovative and how it contributed to achieve the desired results. Provide clear articulation of how the media was used innovatively.

■ **BEST IN DIGITAL**

The entry that showcases the most effective digital ad campaign using any one or a combination of digital platforms including viral, social media, microsites, blogs, website, apps, gamification, online content delivery portals etc.

The entry may be part of the overall 360 degree campaign of your brand or a standalone marketing effort. Results will be judged against metrics that best indicates advertising effectiveness in digital media platform.

■ **BEST IN BTL**

Any marketing effort that used BTL activity in a creative manner to engage consumers and generate positive results.

The effort could be short-term one-off event or execution of multiple programmes or part of an integrated campaign that clearly indicate all parameters used to augment customer involvement and participation.

■ **BEST IN PR**

Campaigns that have a PR idea at their heart! The kind of idea that sets out with the explicit purpose to get the media talking or involve consumers in a tangible experience that delivers on the brand's positioning or business objectives.

Judges will be looking for campaigns that begin with a PR idea, as opposed to marketing or integrated campaigns with a PR element. They'll need a clear rationale for why PR was the right way to tackle the clients brief, and evidence of how the PR activity measurably and materially drove commercial result. Strength of proof will rely on demonstrating the link between this activity and how it has shifted consumer perceptions and behavior in a way that has tangibly driven business effect.

■ **PASSION FOR PAKISTAN**

A campaign or marketing effort that reflects passion for Pakistan and is used to significantly improve the image of the country; not including CSRs.

Category will award best creative idea that enhances the image of Pakistan in a unique and compelling way that also integrates with your product/service/brand.

Note: Feature Film/Movies, Stand-alone/annual Events and Trade Shows are not eligible to enter.

■ **PLATFORM AWARD**

Entries in the category will be judged on creativity and alignment with the overall campaign objectives, target audience and brand positioning.

It includes the following sub-categories:

Best in TV	Best in Print	Best in Radio	Best in Out-of-Home
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■ **SEASON'S SPECIAL**

A campaign or an effort, single or multiple medium that effectively capitalised on a season, holiday or cultural event – key moments in the Pakistan annual calendar - to drive results for their business in a unique and compelling way that also integrates with your product/service/brand will be awarded in this category. Examples of key seasons and events are Eid, Ramazan, Christmas, Independence Day, Basant, Diwali/Holi, Easter, Mother's/Father's/Valentine's Day, etc.

ENTERING IN MULTIPLE CATEGORIES

A campaign entered in a regular category may be submitted in one or more special categories. However, you will need to complete a separate entry form, submit or upload a separate set of creative samples and pay the entry fee for the additional category as per the 'entry fee' policy under 'Fees and Payment' section.

REGULAR PRODUCT & SERVICE CATEGORIES

1. Agriculture & Related Industry

Fertilizers, pesticides, seeds, poultry farms and other related product and services

2. Automotive, Transport and Petroleum

Automobile manufacturers, airlines, railways, Petroleum companies, CNG, lubricants and allied industries.

3. Banking and Financial Services

Corporate and consumer product and services

4. Beverages - Cold

Soft drinks, juices, flavoured milk, energy drinks, bottled and sparkling water, etc.

5. Beverages - Hot

Tea, coffee, etc.

6. Construction, Real Estate & Allied Industry

Residential and commercial projects, cement, steel, engineering, tiles, sanitary, etc.

7. Foods & Dairy

Bread, butter, jam, honey, milk (liquid and powder), nutritional foods and supplements, frozen foods, soups, ready to eat meals, etc.

8. Confectionery & Snacks

Chips, biscuits, chocolates, sweets, candies, chewing gums, peanuts, etc.

9. Cosmetics & Personal Care

(men, women and children)

Hair care, soaps, skin care, baby care products, face wash, hair removing creams, shower gels, talcum powder, perfumes, beauty parlours, etc.

10. Culinary

Oil and fats, pickles, spices, ketchup, etc.

11. Fabric, Home Care & Furnishings

Detergent powders and laundry soaps, fabric softeners, surface cleaners, disinfectants, insecticides, dish washing, carpet, paint, home décor, etc

12. Hospitals, Health Care & Hygiene

Hospitals, Sanitary Napkins, Oral Care, OTC, diagnostics, surgical replacements, vaccinations, and fitness centre, etc.

13. Hotels, Fast Foods & Restaurants

Cafés, restaurants, hotels and related services.

14. Ice cream & Desserts

Ice cream, frozen desserts, custard and jelly, etc.

15. Media

TV Channels, publishing houses, radio stations, etc.

16. Publics Service & CSR

Government and ministries, Armed Forces, NGO's, Charity organizations, Federations and Associations, CSR, etc.

17. Telecommunication Hardware and Consumer Electronics

Handset manufacturers, kitchen and home appliances, air conditioners, washing machines, refrigerators, computer hardware, etc.

18. Telecommunication Service Providers

GSM, telephone service providers and related services.

19. Textile, Fashion and Accessories

Branded and designer wear, clothing and fabric, footwear, fashion retail outlets, etc.

20. All Others

- Art, Culture and Entertainment
- Delivery systems (product and services)
- Internet Service Providers
- Education
- Events and Festivals
- General Service Industry (Security systems, showrooms, etc.)
- Office products, services and furnishings
- Retail