



ENTRY KIT  
2017



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# ELIGIBILITY, DEADLINES, FEES & PAYMENT

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To be eligible, work must have been commercially released between **1st January 2016 and 31st December 2016** in Pakistan.

Marketing efforts that leverage any one or multiple combinations of mediums are eligible to enter. These may include, but not limited to the following:

- i) Full campaigns OR unique efforts within a campaign
- ii) Retail experience
- iii) Digital
- iv) Direct mail
- v) TV, Print, Radio, Outdoor, BTL, PR, etc.

In short, any marketing and advertising effort that demonstrate how you tackled your objectives and achieved the results can be entered.

## **RE-ENTERING CAMPAIGNS:**

Campaigns that ran in 2015 or in the period before that are also eligible to enter this year, provided they ran for a substantial period in 2016 and were not declared winners in the last year awards, if submitted. Please note that for all such campaigns the supporting results and data should only be relative to the qualifying period i.e. **January to December 2016**.

Discount selling, door-to-door sampling/selling and such related marketing efforts will not be considered as BTL activation.

**Eligibility for the 'Top Brand 2016':** 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.

To enter PAS Awards 2017, all parts of the entry with all the required material mentioned in the checklist can be **ONLY SUBMITTED ONLINE** through the portal <https://pasawards.secure-platform.com>.

LAST DATE TO ENTER:

**5pm PST, FEBRUARY 15<sup>th</sup>, 2017**



## ENTRY FEE

One or more than one campaign submission across any category (regular or special):

**Rs. 32,500**  
(+ All Taxes) per entry

Single campaign submission in Multiple categories:

**Rs. 18,500**  
(+ All Taxes) for subsequent entries

Submission Fee for Platform Awards

**Rs. 12,500**  
(+ All Taxes)

### PAYMENT PROCEDURE

- Submissions without correct entry fee will not be accepted.
- Please ensure that the Award Secretariat receives your payment with your final submission or before the final cut-off date.
- If you require an invoice for processing the entry fee, please contact PAS Award Secretariat or generate through the online portal.
- Payment is accepted in the form of Pay Order/Cheque in favour of "Pakistan Advertisers Society".
- Receive a confirmation of receipt of your submission and payment from the Award Secretariat.

**Payment to be couriered or hand delivered at the following address:**

PAS AWARDS SECRETARIAT  
Pakistan Advertisers Society  
Office # 403, 4th Floor, Clifton Diamond  
Clifton Block - 4, Karachi - Pakistan.  
Tel: +92 (21) 3583 6072-3  
Email: awards@pas.org.pk

# CHECKLIST

The following is the material requirement to complete your submission:

## **Entry Form: To be filled ONLINE.**

The section below on 'Rules for Online Submission' has complete guidelines on online submission process. Please also, refer to section 'Completing the Entry Form' below for more details.

Note: Sample Entry Forms can be downloaded from the PAS Awards website ([www.pasawards.pk](http://www.pasawards.pk)) under 'how to enter' section.

**Creative / Communication Reel:** One high quality/resolution 3min (max. limit) communication reel in .WMV/MP3/MP4/MPEG format. The size should not exceed more than 100MB.

For Platform Awards (Best in TV, Print, Radio and OOH), the show reel should only contain the creative execution i.e. only TVC's in case of entry in the 'Best in TV' category or just Print, Radio or OOH Ads in case of Best in Print, Radio and OOH category. Please do not stretch the show reel to its maximum allowed limit if not necessary.

Please refer to the section 'Creative Showcase' for more guidelines.

**Samples of work:** (for Best in Print only): Maximum 3 samples of any print ad featured in the show reel for the benefit of judges to be viewed as a still image.

**Case Image:** Upload a case image that best represents the essence of your case. This will be used for promotional purposes.

**Team Photo:** A group photo of all the team members (client, agency, media agency, production team, etc.) that were integral part of the campaign.

**Authorization Form:** Authorization form can be downloaded from the awards website under 'how to enter' section. ([www.pasawards.pk](http://www.pasawards.pk)). Please note there is a separate Authorization form for 'Top Brand 2016' category.

**Payment:** Cheque/Pay Order in favour of Pakistan Advertisers Society.

**Important:** All the above are mandatory without which you will not be able to complete your submission.





# HOW TO ENTER

This year, PAS Awards is accepting submissions ONLINE ONLY.

For online portal please log on at <https://pasawards.secure-platform.com>.

We recommend registering yourself now, so you can familiarize with the requirements and information you need to complete there.

You may create one log-in for your company and have multiple entries under that log-in or you can create a separate log-in for each entry. Either approach is fine.

You may edit/delete/change your entries at any point until you click SUBMIT.

PAS AWARDS will only view the submitted entries; hence feel free to work as much as you like to perfect your online entry.

## The online section includes the following steps:

1. Registration / Entrant Details
2. Online Entry Form
3. Uploads
  - Creative communication reel (.wmv/mp3/mp4/mpeg)
  - Samples of your work (.jpeg / .jpg) - Optional
  - Case image (.jpeg / .jpg)
  - Team photo (.jpeg / .jpg)
  - Authorization form (.jpeg / .jpg / .pdf)

## Key Features of Online Portal:

- You have an option of cloning entries in case of single campaign being submitted in multiple categories. The form can then be customized as per the category entered.
- System generated invoice. You can self-generate the invoice as per the entries that you are submitting for processing payment.
- You can share the entry form with your colleagues or other team members. You can also save a pdf version once the entry is complete.

If you have any problems or queries at any stage, please feel free to contact the PAS Award Secretariat for assistance.

# COMPLETING THE ENTRY FORM

Tell the complete story of the marketing and advertising communications effort or campaign that is being submitted.

**DO NOT** include logos, graphics, pictorial elements and screen grabs of your creative work in the written case.

Other than Regular, Best in Digital, BTL and PR, Corporate Campaigns and Campaigns for Good Award, there are different entry forms for Media Innovation, Passion for Pakistan, Season's Special, Platform and Top Brand of 2016 Award. Sample Entry Forms can be downloaded from the PAS Awards website ([www.pasawards.pk](http://www.pasawards.pk)) under 'how to enter' section.

When submitting a single campaign under different categories, please make sure to customize your answers so they are relevant to the category in which the campaign is being entered.

Please review the section below on '**Advice from the Jury**' and '**Reasons for disqualification**' to prepare a successful submission.

## FILLING THE RESULTS SECTION IN THE ENTRY FORM

- All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source.
- When the source is an Agency company (Ad, Media or other agencies), refer the agency company research as "Agency research", as PAS Awards is an agency blind competition.
- Entries that do not source data will be at a disadvantage at the scoring stage.
- Be as specific as possible in documenting all evidence in terms of time period, research involved, etc.
- Graphs or charts may be used to present results.

## CONFIDENTIALITY OF INFORMATION:

We realize that the entry form may have information deemed confidential by the client; PAS Awards Secretariat ensures full confidentiality. However, if you have concerns regarding submitting your written case, the PAS Awards Secretariat would be happy to speak with you regarding how data is kept confidential.

PAS Awards also offers entrants the opportunity to have their written case published on the PAS website. Please indicate in the authorization form, whether or not publishing permission is granted for the written entry.



# CREATIVE SHOWCASE

## CREATIVE COMMUNICATION REEL

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The communication reel should ONLY showcase the creative execution of the campaign i.e. TVC/s, Print Ad, Outdoor Creatives, Digital executions, BTL Activation, etc. where applicable.

**Please do not make your communication show reel an audio visual presentation of your written case material.**

Include at least one example of each of the communications touch points that was integral to the success of the campaign and mentioned in your written case.

**Time Duration of the Show Reel:** Maximum 3mins for all categories except Top Brand 2016. For Top Brand 2016 the show reel can go maximum up to 5mins.

Showcase complete commercials or marketing efforts except where editing is necessary due to 3 min time constraint.

For **Top Brand 2016** Award, the show-reel should include all the significant communication efforts and its touch points that were executed throughout the year and that were crucial to the success of the overall effort.

For **Best in Print** category, your show reel should include the entire print campaign. However, we also advise you to courier the campaign that is well mounted to the PAS Awards Secretariat that can be shown to the judges up close. For **Best in Radio** category you may just submit audio clips of your campaign in the communication show reel.

Executions should be shown as they ran in the market place during the eligibility period with clear distinction from each of the executions.

**Technical Specs:** One high quality/resolution 3min (max. limit) communication reel in .WMV/MP3/MP4/MPEG format. The size should not exceed more than 100MB.

Use of voiceover, images, text, music etc. is allowed to strengthen your case.

Communication reels submitted only in the prescribed format will be viewed.

**Disqualification:** Communication reels showing agency names/logos/personnel pictures or interviews will be disqualified.

**Note:** Creative material becomes the property of PAS and will not be returned. If you are a winner, the video will be featured in the winner showcase on the website forever and be used for other purposes including, but not limited to, the gala, a winner reel, a conference, etc.





## CASE IMAGE

With your entry, upload a case image that best represents the essence of your case. This will be used for promotional purposes. This is a pre-requisite.

Please do not send a print ad of your campaign as a Case Image.

## TEAM PHOTO

All entrants should upload one (1) team photo with the entry form. The photos will be used to recognize your team if you are a winner at the awards show and in other award promotional platforms. Please submit the photo as follows:

- A single team photo that includes both the client and all the partner agencies with names/designations.
- Team photos should be submitted as high resolution jpg/jpeg files.

## CREDITS REQUIRED FOR YOUR ENTRY

You are required to credit all creative, strategic, media, directors, production houses and any other partners who contributed to the success of your marketing /advertising effort.

The credit list will be used for acknowledgements or verification purposes, so please ensure the name and designation are correct with the right spelling.

## AUTHORIZATION FORM

Authorization form is required with the submitted case as a declaration that the information given is a true and accurate portrayal of the case's objectives and results and that the case ran between January 1, 2016 and December 31, 2016. It also affirms that all the parties, clients and agencies, have agreed to participate.

Please ensure that the Authorization form is signed either by the Chairman, CEO, President, COO, CMO or the Director Marketing of the client and the agency making the submission.

Also, please note that the 'Top Brand' award has a different authorization form.

## TROPHIES AND CERTIFICATES

If your entry is a PAS Award finalist, all the companies listed in the credits will receive a certificate of acknowledgement.

Additional trophies and certificates can be personalized with an individual's name and purchased from the PAS Awards Secretariat.



## PAS AWARDS JUDGING

The PAS Awards Jury Panel comprises of some of the brightest and most experienced panel of experts, specialists and practitioners in the field of marketing, advertising, academia, creative, media and research that have a proven track record of excellence in their area of working.

It is led by the JURY CHAIR, who is not involved in scoring any entry but monitors and ensures that the judging is fair and transparent and that every jury member performs the task with the highest integrity. The Chair is also the final authority in case conflict or decisions pertaining to disqualification or reclassification of a submission.

**Recuse System:** Any jury member that may have any kind of direct or indirect affiliation with the campaign or the brand or any of its competitor is not assigned that category or requested to recuse from judging the entire category.



# HOW WE JUDGE

By the time a PAS Award entry has reached the winners' circle, it has survived two rounds of evaluation. The lens through which each case is evaluated is effectiveness. PAS jurors seek results with context against challenging goals.

<b>Strategic Challenge + Objectives</b>	<b>23.33%</b>
<b>Idea</b>	<b>23.33%</b>
<b>Bringing the Idea to Life</b>	<b>23.33%</b>
<b>Results</b>	<b>30.00%</b>
	<b>100%</b>

**Note:** The above scoring system applies for all the categories other than Passion for Pakistan, Platform Awards and Season's Special.

Scoring is done individually and confidentially. The judges' scores determine which entries will be awarded the trophy.

## Judging Categories on Creative Efforts Only

PAS Awards 2017 has a few categories that are judged on creative idea and execution only. No results are required here. These categories are:

- 1. Passion for Pakistan**
- 2. Platform Award (Best in TV, Print, Radio & OOH)**
- 3. Season's Special**

Judges will evaluate entries based on the most compelling and unique creative idea and execution that leverages any of the above special categories as per their description, showing a strong coalition with the objectives, the target audience and the overall brand philosophy.

# THE JUDGING PROCESS

The judging takes place in two rounds and all jury members sign confidentiality forms and review work within a secured judging location.

**Screening Round:** Every entry is reviewed by at least 5 to 7 judges who review written cases and creative show reels on a stand-alone basis without comparison to other entries in the category. This is followed by a brief discussion after which jurors give individual scores confidentially.

All entries scoring 70% and above are shortlisted, qualifying for the final round.

**Final Round:** Finalists are judged against other finalists within their category, and like Screening Round, all elements of each case are reviewed and scored by multiple judges. The top three campaigns/marketing efforts form the nominees and the winner is announced at the PAS Awards event to be held on 15th of April 2017.

Being a finalist or win status in the PAS Awards is a significant achievement. Only a small percentage of cases are finalists each year and of these, a fraction are winners. PAS Awards finalists and winners represent the most effective cases of the year.

## Judging Campaign of the Year and Best Nationally Originated Campaign

These awards represent the single best case entered in a given year.

There will likely be something 'breakthrough' about it – whether that be the way a market was re-framed...or an insight that opened new possibilities...or a creative leap that achieved real standout...or the discovery of a new way to engage with an audience.... all with the express purpose and proven capability of delivering outstanding effectiveness.

Only a select number of the highest-scoring winning cases are considered contenders for these award titles.

**Note:** It is possible that a category may produce no finalists, if no case meets the minimum cut-off for finalist status in that category. Similarly, it is possible to have one or more winners or perhaps no winners at all in a category, depending on whether a case meets the minimum cut-off for each level of award.

### Important:

- All jury members in Screening and Final Round sign a non-disclosure agreement.
- Jury members are specifically matched with cases that do not prove any kind of conflict of interest.
- A judge abstains from judging if they have been involved with the brand or any of its competitor, directly or indirectly, in the last 2 years. In such instances, the judges are requested to Recuse to allow full and fair discussion and judging.
- Since entries range from small campaigns to massive nationwide blitzes, judges take account the environment in which each campaign exists and media spend vs results.
- The Jury Chair presides over the session and intervenes in case of any conflict.



## THE JURY AUDIT

Judging process is highly confidential, audited by an independent third party. Auditors scope includes:

- Observing jury sessions – pre-screening / final round.
- Maintaining copies of scoring sheets for validating scoring by PAS Award Secretariat as per defined criteria.
- Inspection and validation of PAS Awards winner announcement cards.
- Taking possession of the sealed envelopes till the day of PAS awards event and keeping in safe custody.
- Handing over the sealed winner announcement envelopes to PAS management at the Awards ceremony.

# DO'S & DON'T

Judges are looking for great results against challenging goals – a truly effective case. Simply entering impressive numbers, without context of why they are impressive will not work.

## Do's

- Be direct: Present your story in an easy-to follow style with clear links between the strategic challenge, the objectives, big idea, the creative executions and results.
- Provide competitive landscape: Include a clear picture of the marketplace situation as the jury reviewing your entry may not be aware of it.
- Be Concise: a shorter video and a shorter brief are better than padded versions of either. Also, keep your message clear and simple.
- Include visual data: Charts and tables are easy to relate to and bring clarity to the success of the marketing initiative.
- Tell judges why it was successful: For every objective provide a sourced result and context for judges to judge those results and objectives. For example, what was the ad-spend on your brand prior year vs. the competition, etc. What were results prior year vs. now for your brand and the competitive landscape, etc.
- Proofread: Read your case thoroughly before submitting to ensure all elements are included without typos, grammatical and spelling mistakes.

## Dont's

- Include an agency's name anywhere in the entry form or creative materials – PAS Awards 2017 is an agency-blind competition. Including agency name in the entry form or creative materials will call for a disqualification.
- Omit pertinent facts or leave judges with unanswered questions.
- Spend money on a show reel laden with unnecessary effects. Jury want to see the work on the video not effects created for the video.
- Exceed the 3minute limit of the show reel
- Retrofit objectives to results achieved.

# REASONS FOR DISQUALIFICATION

The following will result in disqualification and entry fee will be forfeited.

**1.** Agency name, personnel pictures or interviews identifying the agency published in the Entry Form or on the creative materials.

**2.** Submitting an incomplete Entry Form.

**3.** Not abiding by any rules mentioned in the Entry Kit.

**4.** Late Payments.

**5.** Missed Deadline.

**Important:** The Awards Secretariat is not responsible for checking submissions for any reasons of disqualification. It is the responsibility of the entrant to ensure that the guidelines have been followed.

# 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 Non-CSR 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



ADVERTISING THAT WORKS!