

# Advertising Association of Nepal



## Rules & Regulation for Nomination

**All the participating agencies, professionals and related people have to abide by Rules and Regulations mentioned below. Any breach of rules will disqualify them from the participation.**

- All the advertisement and related work carried out between **1st Shrawan 2066 to 30th Chaitra 2067** can participate in this competition.
- Awards will be judged by the panel of judge selected by AAN. Participating agencies and professional shall honor the verdict given by Judge and AAN. However, they are allowed to lodge a formal complain at AAN with proper documentation within seven days, if they have any complain.
- The participating agency should submit Entry Form along with the required documents in a wax sealed envelope. Failing to submit the required document as stated in this rules & regulation. Any discrepancy in the information provided by the agency will disqualify from the competition. However, the registration fee paid for the same will not be returned.
- Each Entry should have a Separate Entry Form.
- Every participating agency should sign and affix seal of the agency in this rules and regulation and submit to the AAN along with the Entry Forms, at the time of submitting the Entry Form.
- Advertisement should not be discriminatory towards religion, culture, race and gender. At the same time, it should not act as affront to national dignity and integrity as well as communal harmony.
- An advertisement published for Advertising Association of Nepal and Crity Awards are not allowed for award competition.

**Required documents and materials with the Entry Form for various Categories are:**

### Best Creative Agency

Best Creative Agency will be judged on the basis of number of awards received by any participating agency. In case any two agencies receive the equal number of awards then the title of Best Creative Agency will be awarded to that agency which has comparatively more nominations. If any two agencies receive the equal number of awards as well as have the same number nomination, both of them jointly both of them will be jointly awarded with the title of Best creative Agency.

### Best Print Advertisement, Best Copywriter & Best Art Director

- The work (Press Adv.) Shouldn't be less then 60cc and not more than 400cc
- Participating agency should submit *Creative Brief, Script, Published Cutting with dateline and design in hardcopy as well as in CD format.*

### Best Jingle, Best Jingle Composer, Best Radio Spot, Best Lyricist, Best Sound Recordist

- The work (Radio Adv.) shouldn't be less than 10 seconds & not more than 120 Seconds.
- Participating agency should submit *Creative Brief, Lyrics, Production Certificate, Release Certificate, and work in Audiocassette and CD format.*

**Best TVC, Best Animated TVC, Best TVC Cameraperson, Best TVC Director, Best TVC Editor, Best TVC**

**Most Popular TVC**

- The work shouldn't be less than 10 seconds & not more than 120 Seconds.
- Participating agency should submit *Creative Brief, Script, Storyboard, Production Certificate, Censor Certificate, Release Certificate, and work in DV cassette and CDs.*
- The title of Most Popular TVC will be awarded on the basis of votes of general people made through Short Message Service (SMS). This means that the TVC which gets the maximum number of votes through SMS will be entitled to this award.

**Best Commercial Campaign**

- Participating agency should submit *Creative Brief, Strategic Plan, (selling strategies), all the promotional items: ATL & BTL.* For print promotional items, Agency should submit both *hard copy* and usable *soft copy* where as for the *Audio/Visual* promotional items: agency has to submit *DV cassette and CDs.*

**Best Social Ad**

- Social Ad should not content any material intended to promote particular brand and service.
- It can be projected through any media channels: Television, Radio, Print and Hoarding Board
- The work (Press Adv.) Shouldn't be less than 60 cc and not more than 400cc. The work (Radio Adv.) shouldn't be less than 10 seconds & not more than 120 Seconds.

**Best Photographer**

- Participating agency/person should submit *the photograph with negative and the proof of the photo used in advertising.*

**Best Event Manager**

- Participating agency/person should submit *the details of event with necessary audio/visual and printed items.*

**Best Bill Board**

- The nomination of billboard should comply with related legal provisions apart from being sensitive towards aspects like environment and security.

**Best Creative Youths**

- The entrants must be under the age of 28.
- The team of two: one copywriter another graphic personnel are encouraged to apply.
- AAN will provide theme for competition before 48 hours. Entrants require submitting and presenting his / her creativity in front of panel of Judges.

**Best TVC Model Male / Female**

- The work shouldn't be less than 10 seconds & not more than 120 Seconds.
- Participating agency should submit *Creative Brief, Script, Storyboard, Production Certificate, Censor Certificate, Release Certificate, and work in DV cassette and CDs.*
- *The photograph of model with authorization required to submit along with nomination form.*

Agency: .....  
 Seal: .....

Name & Signature: .....  
 Designation: .....