AAN logo.tif

Advertising Association of Nepal

Rules & Regulation for Nomination

**All the participating agencies 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 **1stMagh 2069 to 30thAsadh 2073** can participate in this competition.
* Awards will be judged by the panel of judge selected by AAN. Participating agencies 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. Any discrepancy in the information provided by the agency will disqualify from the competition. However, the nomination 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 as per this rules and regulation and submit to the AAN along with the Entry Forms
* Advertisement should not be discriminatory towards religion, culture, race and gender. At the same time, It should not act against 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.
* **Main Stream Categories** for 9th Crity Awards are: Best Print Ad, Best Radio Ad, Best TVC, Best Outdoor, Best Digital Promotion, Best Event and Best Integrated Ad Campaign. Main Stream Advertisement categories as listed will be honored by Gold, Silver and Bronze awards during event of 9th Crity.
* **Technical Awards Categories** are listed as: Best Art Director (Print),Best Copywriter (Print), Best Photography (Print), Best Camerawork (TVC), Best Editing (TVC), Best Animation (TVC), Best Sound (Radio), Face of the Year – Male and Face of the Year- Female.
* **Ad Campaign** listed for 9th Crity are: Telecom & Mobile, FMCG, Financial Sector, Education, Infrastructure & Construction, Consumer Electronic & Home Appliances, Fashion & Apparels, Tourism & Hospitality, Automobiles and Social Communication.

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

**Main Stream Advertisement Categories**

Best Event

* Participating agency should submit the details of event with necessary audio/visual and printed items.in hard copies, CD( ) / DV - ( )/Pendrive - ( ), Event Brief - () Photographs - ( ) Brand Integration Plan- ( ) Event Idea ( ) Execution- ( ) Description of Conceptual Target Group - ( )What make this submission the special- ( )

Best Outdoor

* The nomination of outdoor should comply with related legal provisions apart from being sensitive towards aspects like environment and security. Participating agency required to submit CD-( )/Pendrive - ( ), Script- ( ), Creative Brief - ( ) Production Certificate - ( ), Metropolitan Certificate - ( ) Structural Design - ( ) Importance of location ( ) Size & typography ( ) What make this submission the best - ( ) Description of Conceptual Target Group ( )

Best Print Advertisement

* The Print Advertisement 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 or in pendrive.

Best Radio Ad

* The Radio Advertisement 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 or in pendrive.

Best 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 Audiocassette and CD format or in pendrive

Best Digital Promotion

* Participating agency should submit CD( ) / DV - ( )/Pendrive - ( ) , Copy -( ) Creative Brief - ( ) Selling Strategy - ( ), Letter or Release Certificate from Media, What make this submission the special- ( ) and Description of Conceptual Target Group - ( ),

Best Integrated Ad Campaign

* The TVC work shouldn't be less than 10 seconds & not more than 120 Seconds
* The Radio Advertisement shouldn't be less than 10 seconds & not more than 120 Seconds
* The Print Advertisement shouldn't be less then 60cc and not more than 400cc
* Participating agency should submit CD( ) / DV - ( )/Pendrive - ( ) , Copy -( ) , Script- ( ), Creative Brief - ( ) Story Board - ( ) Production Certificate- ( ) Censor Certificate- ( ), Release Certificate -( ), Selling Strategy - ( ) Shooting Plan - ( ) Published Cutting - ( ) Art Pull- ( ), Which came first copy or Art while developing this ad ( ) What make this submission the special- ( ) Description of Conceptual Target Group - ( ) and Letter or Release Certificate from Media

**Technical Categories**

Best Copywriter & Best Art Director

* The Print Advertisement 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 or in pendrive

Best Sound (Radio)

* The Radio Advertisement 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 CD format or in pendrive

Best Animation (TVC) , Best Camerawork (TVC) & Best Editing (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 or in CDs or in pendrive.

Best Photography (Print)

* Participating agency should submit the raw photograph and the proof of the photo used in advertising along with Creative Brief, Script, Published Cutting with dateline and design in hardcopy as well as in CD format or in pendrive.

Face of the year 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 or CDs.or in pendrive.
* The photograph of model with authorization required to submit along with nomination form.

**Campaign of various Categories**

Best Telecom & Mobile Campaign, Best Fashion & Apparels Campaign, Best Educational Campaign, Best Consumer Electronics or Home Appliance Campaign, Best Financial Sector Campaign, Best FMCG Campaign, Best Tourism & Hospitality Campaign, Best Automobile Campaign & Best Infrastructure & Construction Campaign

* Participating agency should submit Story Board, Creative Brief, Production Certificate, Censor Certificate, Release Certificate, Shooting Plan, Selling strategy, Conceptual Target Group and and work in Audiocassette and CD format or in pendrive, Also participating agency should submit what make this submission the special,

Best Social Communication

* Social Advertisement should not content any material intended to promote particular brand and services and It can be projected through any media channels: Television, Radio, Print and Hoarding Board etc.
* The Press Advertisement shouldn't be less than 60 cc and not more than 400cc. The Radio Advertisement shouldn't be less than 10 seconds & not more than 120 Seconds. And work in Audiocassette and CD format or in pendrive

Agency: ……………………………………….. Name & Signature: ………………………………

Seal: …………………………………………… Designation: ………………………………………..