

ENTER FLAME Awards Asia 2017

The Flame Awards Asia is a competition that is judged first individually by a screening jury comprising of brand custodians, marketers, media / advertising professionals and domain experts in rural marketing. Shortlisted entries will be judged by a panel of senior jury drawn across Asia Pacific. Scores are added up and the shortlisted entries are then deliberated over at the jury meet to finally determine winners.

The entries are graded across four criteria: Concept, Activity, Amplification and Results.

Campaigns/Initiatives that launched or debuted between January 01, 2016 and December 31, 2016 are eligible to enter the Flame Awards Asia 2017

There are broadly two steps in the entry process;

1. Registering the company as a Flame Awards entrant
2. Submitting entries for the judging process

Know the process already, ENTER FLAME

To know more, please read on...

Registering the company as a Flame Awards entrant

Once on home page, register your company and create a login for an account through which all the Flame Award entries of the company can be managed. Each company can have only ONE account, which can be accessed by the login details by various individuals of the company across branch offices.

Once the registration is complete, an e-mail confirming registration will be sent to the applicant's e-mail address. The account is then active. This is a onetime process. The account will have a list of the categories of the Flame Awards Asia 2017, in which entries can be submitted.

Submitting entries for the judging process

Once logged in to your account, there are three steps involved in submitting an entry for the judging process;

1. Registering an entry and seeking client approval
2. Submitting the Entry Document
3. Making Payment for Entries

Submitting entries for the judging process

Step 1. Registering an entry and seeking client approval

- Select the category in which an entry needs to be made, and enter the basic details as per the form about the entry in order to register the entry.
- Once an entry is registered, a system generated e-mail will be sent to the Client's email provided by the entrant, seeking approval on the entry.
- Each Flame Award entry needs a mandatory approval from the client through a 'reply mail' from the client's official e- mail address.
- The process of creating the Entry Document can begin simultaneously. However, the client approval for all entries should come in by close of the entry.

Tip: Register all the entries as early as possible so as to activate the 'client approval' process. This will allow you to focus on submitting the entry documents for all the entries that have been registered.

Submitting entries for the judging process

Step 2. Submitting the Entry Document

- This option will be available only after an entry has been registered under a particular category
- The entry document seeks information on the event/campaign under the following

- Brief and / or Objective
 - Concept & Activity
 - Amplification & Scale
 - Results
-
- 4 images and 2 videos link can also be uploaded to support the entry. The images have to be under 1 MB / each
 - Creation of this document can be an ongoing process. Changes and additions can be saved on this page until the entrant is satisfied to 'Submit' the document
 - The entry document must be submitted before the deadline. Once submitted, the entry cannot be withdrawn or appended
 - The process of 'Making Payment' can begin simultaneously, as entries are registered.

Tip: This is the document that the entry will be judged on. An entrant can log in and save changes as many times as he/she wishes, so do not hesitate to be extremely sure before you hit the 'Submit' button.

Submitting entries for the judging process

Step 3. Making Payment

- The entry fees for EACH Flame Awards entry is Rs. 6000/- for RMAI Members and Rs. 7500/- for non members and US\$ 50 for an overseas entry. (This amount excludes 15% Service Tax).
- The entrant post registration of entries may choose to send a DD, cheque or do a bank transfer for each entry or bundled together for multiple entries.
- Until the payment has been dispatched and received at the RMAI office, the entry details filled in, will display a 'Pending Status'.

- Once the payment has been received by the RMAI office, this status will be changed to 'Approved'
- Demand Draft / Cheque / Payment should be in favour of The Rural Marketing Association of India, payable in Delhi.
- The Demand Draft / Cheque should be sent by courier to:

Dipika Sengupta
Rural Marketing Association of India
E-362, First Floor,
Nirman Vihar, Vikas Marg,
Delhi – 110092
Tel. 011-40619929

Mob - 9999137458

Tip: Finish the Entry Registration & Payment process for all your entries at the earliest so the only thing (and most important) left to submit is the Entry Document.

Need more information? Stuck somewhere?

Don't hesitate to call 9999137458 and ask for help on 'flame'

Alternatively, drop us a line and we will get back ASAP flameawards@rmai.in

