

# FLAME AWARDS ASIA 2018: CATEGORIES

Sr. No.	Categories	Subcategories
1	BTL: PROMOTION & ACTIVATION CAMPAIGN	<p><b>1. USE OF TRADITIONAL CONGEGRATION PLATFORMS</b></p> <p>Activation for a brand through an existing / traditional media channel on-ground. For e.g. Melas, Haats, Mandis, Festivals, schools etc.</p> <p><b>2. NEW ON GROUND PROPERTY OF THE YEAR</b></p> <p>An on-ground event or activation property that has been initiated in the current year. The Objective could be for the promotion of a brand or to targeting a certain set of people through its content or activation.</p> <p><b>3. BRAND AWARENESS CAMPAIGN OF THE YEAR</b></p> <p>Awarded to the campaign which best enhances a brand's awareness, image or which builds brand equity to its target customer base.</p> <p><b>4. SALES PROMOTION CAMPAIGN OF THE YEAR</b></p> <p>Awarded to the campaign which effectively gains demonstrable brand trial, consumer acceptance, addressing in sales or other marketing objectives, for a product or service.</p> <p><b>5. SMALL BUDGET CAMPAIGN OF THE YEAR</b></p> <p>Awarded to the campaign which effectively executes a campaign with a budget under Rs.5000/ location, in any industry sector. Entrants will need to include the size of their Budget in their entry.</p> <p><b>6. EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR</b></p> <p>Awarded to the campaign which best delivers a brand experience to target audiences, via the execution of any of the following executions: static events, travelling roadshows, exhibitions, public displays, pop up stores, product demonstrations, in-store/dealer/reseller activities, shopping Centre/mall activities, retail/cultural/religious activities or product sampling.</p> <p><b>7. LAUNCH/RE-LAUNCH EVENT OF THE YEAR</b></p> <p>Awarded to the best launch or re-launch of a product or service, to target audiences, in any industry sector.</p> <p><b>8. DIRECT MARKETING CAMPAIGN OF THE YEAR</b></p> <p>Making use of the one-to-one medium, like direct mailers, door-to-door, with an innovative idea for brand messaging / communication.</p> <ul style="list-style-type: none"> <li>o Mailer</li> <li>o Mobile &amp; Digital</li> <li>o One to One</li> </ul>

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## 2 BTL : CHANNEL DEVELOPMENT & TRADE ACTIVATION CAMPAIGN OF THE YEAR

### 1. BEST LAST MILE INITIATIVE OF THE YEAR

An initiative which extends the distribution reach of the products into smaller / newer locations

### 2. BEST TRADE ENGAGEMENT CAMPAIGN OF THE YEAR

A campaign or activation which is targeted to a particular stakeholder group of the brand, with an objective to motivate, incentivize or reward this group for work done for the brand.

### 3. BEST CONSUMER @ RETAIL CAMPAIGN OF THE YEAR

A campaign or activation that engages the TG at a retail outlet

### 4. BEST PRODUCT SEEDING CAMPAIGN OF THE YEAR

An initiative / activity that enhances distribution network or new acquisition.

### 5. BEST VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR

A creative visual display / merchandising means using product design, and display that stimulates consumers to spend more

## 3 BTL: INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR

### 1. BEST LONG-TERM CAMPAIGN

An ongoing rural communication campaign that has completed at least one year can be submitted. Awarded to the initiative that demonstrates most effective long-term impact on the development and growth of a brands, measured against a set of long-term objectives.

### 2. BEST INTEGRATED CAMPAIGN OF THE YEAR

A rural communication campaign involving at least 2 or more mediums / marketing disciplines, in combination to achieve the marketing objective.

### 3. BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR

A campaign promoting social development in the area of health, education, empowerment etc.

### 4. BEST CSR CAMPAIGN OF THE YEAR

Awarded to the campaign which uses marketing communications disciplines to best leverages a cause or charity, an educational theme, a sudden emergency, green or environmental activities, corporate responsibility themes or crowdsourcing, to raise funds or address other clearly defined marketing objectives. Beneficiaries can include: Charities, Not for Profit Organizations, Governments, Emergency Services, Educational Institutions, Trusts, etc.

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4	<b>BTL: DIGITAL &amp; SOCIAL MEDIA CAMPAIGN OF THE YEAR</b>	<p><b>1. BEST USE OF MOBILE</b></p> <p>Entries in this category should feature targeted communication with a clearly identifiable call-to-action or response mechanism delivered through mobile/portable devices such as mobile phones and mobile technology.</p> <p><b>2. BEST USE OF SOCIAL MEDIA</b></p> <p>Direct campaigns that leveraged social media platforms to create and/or enhance relationships, engagement or affinity with consumers.</p> <p><b>3. INNOVATIVE MEASUREMENT &amp; MONITORING TOOLS</b></p> <p>An innovative web or mobile based digital tool/ app that enables to monitor and measure the on-ground campaigns in an effective manner.</p> <p><b>4. BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE &amp; ENGAGEMENT</b></p> <p>A campaign that has delivered kick ass experience to target group. A creative use of existing or new technology is a must.</p>
5	<b>SPECIAL CATEGORIES</b>	<p><b>1. AGRICULTURE &amp; ALLIED CAMPAIGNS</b></p> <ul style="list-style-type: none"><li>a. Sustainable Agriculture &amp; Livestock Initiative for value creation</li><li>b. Farmer Connect / Contact programme/Initiative</li><li>c. Innovative Initiative in Rural Sector OR Rural Innovation of the Year</li><li>d. Social Enterprise / Community Project / Community Affairs of the Year</li><li>e. Effective use of technology in Agri / Livestock Initiatives</li><li>f. Innovative Lab to Farm model for farm profits</li><li>g. Integrated Pesticide and Nutrition management for value creation</li></ul> <p><b>2. PHARMA CAMPAIGNS OF THE YEAR</b></p> <ul style="list-style-type: none"><li>a. Education and Awareness initiative/programme for rural patient &amp; practitioners</li><li>b. Innovation in Rural reach</li></ul> <p><b>3. BEST RURAL JOURNALISM OF THE YEAR</b></p> <ul style="list-style-type: none"><li>a. Best Television Program on Rural Markets/Consumers</li><li>b. Best individual coverage of Rural Markets/Consumers (all media)</li></ul> <p>Awarded to the best television program and individual coverage/article on emerging rural markets, rural consumer research, rural trends etc</p> <p><b>4. BEST ATL CAMPAIGN OF THE YEAR</b></p>

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Awarded to the Campaign which best leverages mass media to address the marketing communications objectives of a brand or service, can include: TV (Free to Air & Cable), Press, Magazines, Online Portals, Outdoor, Radio, Gaming, Internet & Film. Apart from Agencies and Client Companies, this Category is also open to Media Owners, Film Producers & Music Producers (Print, Television, Radio, Outdoor)

### 5. BANKING & FINANCE CAMPAIGN OF THE YEAR

- a. Best financial inclusion initiative
- b. Best use of technology for rural reach

### 6. BEST GOVERNMENT CAMPAIGN OF THE YEAR

Best promotional campaign run for a Government of India initiative for various programmes /announcements/policies/services/products for the year 2017-18

### 7. RESEARCH PROJECT OF THE YEAR

Research project of the year

- o New Insights
- o Tools & Techniques
- o Impact

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### EMERGING MARKET CATEGORIES (South Asia)

#### 1. PROMOTIONAL CAMPAIGN OF THE YEAR

The award celebrates creativity that brings brands to life. Entries will need to demonstrate ideas that generate interaction; that is work where consumer participation in an activity serves to promote a product or service

#### 2. BRAND AWARENESS

Awarded to the campaign which best enhances a brand's awareness, image or which builds brand equity to its target customer base.

#### 3. BEST LONGTERM CAMPAIGN

An ongoing rural communication campaign that has completed at least one year can be submitted. Awarded to the initiative that demonstrates most effective long-term impact on the development and growth of the brands, measured against a set of long-term objectives.

#### 4. SOCIAL DEVELOPMENT & CSR CAMPAIGN OF THE YEAR

A campaign promoting social development in the area of health, empowerment etc. or a corporate social responsibility initiative.

#### 5. BEST INTEGRATED CAMPAIGN OF THE YEAR

A rural communication campaign involving at least 2 or more mediums / marketing disciplines, in combination to achieve the marketing objective.

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## 6. BEST USE OF DIGITAL TECHNOLOGY

- o Channel Development
- o Consumer / Customer Engagement of New or Alternate Media
- o Measurement, Monitoring & Analytics

## 7. BEST USE OF SOCIAL MEDIA

Awarded to the campaign which demonstrates the best use of any Social Media delivery platform, such as: Facebook, Twitter, Instagram, Tumblr, Weibo, WeChat, Shazam, Snapchat, WhatsApp & Viral Campaigns etc, as well as the Word of Mouth discipline, as the primary mechanic in the marketing of a product or service, to target audiences.

## 8. BEST INNOVATIVE CAMPAIGN OF THE YEAR

Awarded to the campaign which features a unique marketing idea.

## 9. SMALL BUDGET CAMPAIGN OF THE YEAR

Awarded to the campaign which effectively executes a campaign with a budget **US\$10,000** or under, in any industry sector. Entrants will need to include the size of their Budget in their entry.

## 10. EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR

A campaign that has delivered kick ass experience to target group. A creative use of existing or new technology is a must.