

Flame Awards Asia 2016 Entry Categories

Segments:

- BTL
- ATL
- Integrated
- Digital & Technology
- Agriculture & Allied
- Pharma & Health
- Banking & Finance

BTL

1. Use of Traditional & Congregation Platforms

An activation for a brand through an existing / traditional media channel on-ground. For eg. Melas, Haats, Festivals, schools etc.

2. New on ground property of the year

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.

3. Direct Marketing

Making use of the one-to-one medium, like direct mailers, door-to-door, with an innovative idea for brand messaging / communication.

- Mailer
- Mobile & Digital
- One to One

4. Promotion and Activation

An activity designed to create activation and/or offer for the sales of a product or service.

Will be awarded to the creative ideas that actively engage consumers to products/brands with measurable results.

- Brand Awareness
- Sales Promotion
- Sampling & Trial Generation
- Small Budget

5. Channel Development & Trade Activation of the year

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

Trade Engagement - 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.

Consumer Engagement @ retail - A campaign or activation that engages the TG at a retail outlet

Resource Development – A programme or initiative for capacity building and/ or training of team.

Visibility & Visual Merchandising – A creative visual display / merchandising means using product design, and display that stimulates consumers to spend more

Product Seeding - an initiative / activity that enhances distribution network or new acquisition.

6. Research

Research project of the year

- New Insights
- Tools & Techniques
- Impact

ATL

1. Print Campaign of the Year

A campaign using the print medium for rural and small town audience reach to the advantage of the brand / message. Entry should showcase the creative solution as well as the leverage of the mediums reach.

2. Radio Campaign of the Year

A campaign using radio as a medium for rural and small town audience reach to the advantage of the brand / message. Entry should showcase the creative solution as well as the leverage of the mediums reach.

3. Television Campaign of the Year

A Campaign using Television – Cable, DTH for Rural and Small Town audience reach to the advantage of the brand / message. Entry should showcase the creative solution as well as the leverage of the mediums reach.

4. In-Film Campaign of the Year

A campaign using a feature film for rural and small town audience reach to the advantage of the brand / message. Entry should showcase the creative solution as well as the leverage of of the mediums reach.

5. Outdoor - OOH Campaign of the year

A campaign using OOH as a medium for rural and small town audience reach to the advantage of the brand / message. Entry should showcase the creative solution as well as the leverage of the mediums reach

Integrated

1. Long Term Campaign of the Year

A rural communication campaign that has completed at least two years between 01 April 2013 – 31 March 2015. Awarded to the initiative that demonstrates most effective long-term impact on the development and growth of a brand/s, measured against a set of long-term objectives.

2. 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.

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

3. Social Development Campaign of the Year

Digital & Technology

- 1. Use of Technology**
 - Channel Development
 - Consumer / Customer Engagement
 - New or Alternate Media
 - Measurement, Monitoring & Analytics
- 2. Best use of Social Media**
- 3. Best digital campaign of the year**

Agriculture & Allied

- 1. Sustainable Agriculture & Livestock Initiative for value creation**
- 2. Farmer Connect / Contact programme/Initiative**
- 3. Innovative ways of Trade Engagement**
- 4. Effective use of technology in Agri / Livestock Initiatives**
- 5. Innovative Lab to Farm model for farm profits**
- 6. Water conservation**
- 7. Towards better human health and higher farm profits**
- 8. Integrated Pesticide and Nutrition management for value creation**

Pharma & Health

- 1. Education and Awareness initiative/programme for rural patient & practitioners.**
- 2. Innovation in Diagnosis- Access & Affordable**
- 3. Innovation in Rural reach**

Banking & Finance

- 1. Best financial inclusion initiative**

- 2. Rural finance / product of the year**
- 3. Best use of technology for rural reach**
- 4. Community empowerment & development initiative**