

FLAME AWARDS ASIA 2020: CATEGORIES

S. NO.	CATEGORIES & SUB CATEGORIES
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A.	BTL: PROMOTIONAL & ACTIVATION CAMPAIGN
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1. USE OF TRADITIONAL CAMPAIGN

Activation for a brand through an existing / traditional media channel on- ground. For e.g. Melas, Haats, Mandis, 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. BRAND AWARENESS CAMPAIGN OF THE YEAR

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

4. SALES PROMOTION CAMPAIGN OF THE YEAR

Awarded to the campaign which effectively gains demonstrable brand trial, consumer acceptance, addressing in sales or other marketing objectives, for a product or service.

5. SMALL BUDGET CAMPAIGN OF THE YEAR

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.

6. EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR

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.

7. LAUNCH/RE-LAUNCH EVENT OF THE YEAR

Awarded to the best launch or re-launch of a product or service, to target audiences, in any industry sector.

8. DIRECT MARKETING CAMPAIGN OF THE YEAR

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

- o Mailer
- o Mobile & Digital
- o One to One

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B. 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.

C. 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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D. BTL: DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR

1. BEST USE OF MOBILE

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.

2. BEST USE OF SOCIAL MEDIA

Direct campaigns that leveraged social media platforms to create and/or enhance relationships, engagement or affinity with consumers.

3. INNOVATIVE MEASUREMENT & MONITORING TOOLS

Direct campaigns that leveraged social media platforms to create and/or enhance relationships, engagement or affinity with consumers.

4. BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT

A campaign that has delivered an amazing experience to target group with use of existing or new technology.

E. SPECIAL CATEGORIES

1. CAMPAIGN DECADE-PLUS

We are looking forward to some of the most creative campaigns which debuted in or before the year 2010 and ran successfully for more than 10 Years.

2. PHARMA CAMPAIGN OF THE YEAR

- a. Education and Awareness initiative/programme for rural patient & practitioners
- b. Innovation in Rural reach

3. BEST RURAL JOURNALISM OF THE YEAR

- a. Best Television program on targeted on Rural Markets / Rural Consumers
- b. Best Individual coverage of Rural Markets / Rural Consumers (All India)
Awarded to the best television program and individual coverage/article on emerging rural markets, rural consumer research, rural trends etc.

4. BEST ATL CAMPAIGN OF THE YEAR

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 an initiative by Government of India for any programmes /announcements/policies/services/products for the year 2019 - 2020

7. RESEARCH PROJECT OF THE YEAR

A research conducted by any Organisation/Individual during the valid time period and bring forward New Insights, tools & techniques and Impact

8. AGRICULTURE & ALLIED CAMPAIGNS

- a. Sustainable Agriculture & Livestock Initiative for value creation
- b. Farmer Connect / Contact programme/Initiative
- c. Innovative Initiative in Rural Sector OR Rural Innovation of the Year
- d. Social Enterprise / Community Project / Community Affairs of the Year
- e. Effective use of technology in Agri / Livestock Initiatives
- f. Innovative Lab to Farm model for farm profits
- g. Integrated Pesticide and Nutrition management for value creation

F.

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 services.

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 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 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.

6. BEST USE OF DIGITAL TECHNOLOGY

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

7. BEST USE OF SOCIAL MEDIA

A 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

A 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.

Don't wait, Fill Your Nomination Form right now: <http://www.flameawards.com/>

Last Date to submit Entries: 10TH September 2020

Award Entry Fees:

RMAI Members: INR 5,000 + 18% GST per entry

Non-Members: INR 6,000 + 18% GST per entry

Overseas Entry Fees (RMAI Members): USD 50 + 18% GST

Overseas Entry Fees (Non-RMAI Members): USD 60 + 18% GST

For any query, please contact the undersigned:

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