



ADVERTISING  
AGENCIES  
ASSOCIATION OF  
INDIA

## MEDIA ABBY AWARDS AT GOAFEST 2019

1. Category: \_\_\_\_\_
2. Brand Name: \_\_\_\_\_
3. Campaign Title: \_\_\_\_\_

You will be required to answer the following questions (i) to (v) as part of your case study submission.

- i) **Describe the communication goal(s) for this media entry:  
(50 words maximum)**

- ii) **Innovative Media Strategy: Show how your innovative media strategy represents a new, consumer insight based approach, gaining extra receptivity for the brand's message and strengthening the brand's connections with consumers.  
(100 words maximum)**

**iii) Engaging Creativity: Show how the media and the message work together to enhance the overall impact of the effort and engage the consumer.  
(75 words maximum)**

**iv) Encompassing the Audience: Show how the media idea travelled across and leveraged the most appropriate touch points and encompassed the target audience.  
(75 words maximum)**

**v) Effectiveness: Show how the effort maximized the value of the investment and generated marketplace results.  
(50 words maximum)**