**Best DOOH bespoke display innovation**

**Project Name:**

1. **Brand Name:**
2. **Date of Execution:**
3. **No. of Installations:**
4. **Description:** (Max 500 Words)

The main judging criteria will be considered as below.

The use of a new shape and / or design, an original concept or interactive elements that give the media installation a distinctive physical presence. Weightage: 45%

Seamless integration of the media with the surrounding environment and other media platforms, enhancing the overall brand / consumer experience. Weightage: 30%

The scope of delivering maximum impact of advertising on the audience, and the interactive features of the media. Weightage: 15%

Eco-friendly features of the media. Weightage: 10%

1. **Upload Images:**

Maximum 15 images of 10 MB file size in all.

The images shall be in JPEG/PNG formats; (max width 900 px and max height 900 px ), Resolution -150-300 dpi.

Images should cover - Actual executed images from different locations, showcasing different formats, innovation (if any), activation (if any), 2 Creatives (design jpg),

UPLOAD IMAGES

1. **Upload Video:**

The video content shall be structured as per the parameters defined for this award category.

The duration of the video shall not exceed 2 minutes. The file extension shall be **mp4** and the file size shall not exceed 40MB. Voiceover/ Music is mandatory

UPLOAD VIDEO

1. **Client Information**:

Name:

Designation:

Company:

Email ID:

Mobile:

Address:

SAVE AND PROCEED TO NEXT STEP