**Best use of pDOOH for impactful campaigns**

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

The main judging criteria will be considered as below.

How the pDOOH media strategy and execution stood out against a conventional DOOH strategy and execution. How the pDOOH campaign strategy and execution factored in the metrics for campaign performance, such as, impressions, engagement rates, attribution to brand strategy or brand business metrics. Weightage: 40%

The dynamic creative optimisation (DCO) employed to deliver greater creativity and higher audience engagement. Weightage: 30%

The effective use of the flexibility / triggers to obtain best RoI, such as, dayparting, real time performance tracking, etc.Weightage: 15%

Integrating the pDOOH campaign with an omnichannel marketing strategy to deliver on the overall campaign objective along with all other media channels utilised. Weightage: 15%

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