**Best use of DOOH Media Campaign in Transit locations**

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 use of DOOH transit media delivered on the campaign’s overall objective. Weightage: 30%

The variety of DOOH media formats used to create maximum audience engagement. Weightage: 25%

How effectively the creatives were planned and executed to grab audience attention.Weightage: 25%

Any innovations employed for higher brand recall. Weightage: 20%

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