**Best use of interactivity for DOOH 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.

Use of interactivity elements in the campaign content / creatives to drive greater audience engagement, such as, use QR code, gesture sensors, gamified content. Weightage: 40%

Integration of the DOOH campaign with other digital channels like mobile apps, social media, digital platforms to provide enhanced audience experience. Weightage: 30%

Campaign customisation using location intelligence data and insights to deliver localised and relevant experience. Weightage: 20%

Campaign performance basis audience participation using the interactive feature at the location or various locations and earned media on other channels. 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