**Best Digital Integration in VM**

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.

Innovative use of dynamic digital elements including digital screens, QR codes and other interactive elements as part of VM elements . Weightage: 45%

Impact on walk-ins/sales from the integration of digital elements in VM. Weightage: 40%

Scale of digital integration across stores (no of stores where it has been installed). 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