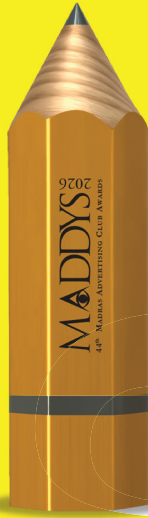




Since 1956

ADVERTISING CLUB MADRAS

**KISS**



Keep it simple, silly!

**SHOW**

**OFF**

**MADDYS** 2026

44<sup>th</sup> MADRAS ADVERTISING CLUB AWARDS

**SUBMISSION GUIDE**

## GROUP 1. CREATIVE MADDYS (Language Agnostic)

Creative advertising that delivers impactful storytelling across mediums, pushing boundaries in the respective industry. This category rewards innovative ideas that captivate audiences and elevate brand communication.

A campaign in a category (like A - FMCG) can only be entered in one sub-category (A1/A2/A3). It may be moved to another sub-category at the discretion of organisers.

Single executions of a campaign may be entered under 'Single' and a minimum of three executions (maximum of 5) can be entered as a 'Campaign'.

A winning Single and Campaign will be awarded the same amount of points in the final tally: If a Single Gold wins 10 points, a Campaign Gold will also beget 10 points.

Each entry should specify a COPYWRITER and ART DIRECTOR, who will gather points, leading up to the Creative MADDYS COPYWRITER and ART DIRECTOR of the year titles. Entries without these credits will not be awarded points that will determine the Art Director and Copywriter of the Year titles. Details have to be furnished with the entry and requests for inclusion later will not be entertained.

### SECTION A1: PRODUCT: FMCG - PERSONAL CARE

Includes skincare and haircare products, deodorants, etc. Does not include sanitary napkins, diapers, pain relief products, which should be entered in Pharma, Hygiene & Wellness.

- 1. Print**  
Single / Campaign
- 2. TV**  
Single / Campaign
- 3. Radio**  
Single / Campaign
- 4. OOH**  
Single / Campaign
- 5. Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

### Section A2: Product: FMCG - F&B

Includes all F&B, including branded QSR like McDonald's, Domino's, Shri Krishna Sweets, Malted drinks, food ingredients and concentrates, including general-use offerings like immunity-centric / women-centric / toddler-centric / elder-centric foods and beverages to offer specific health benefits. Like Women's Horlicks, Saffola Heart, Cerelac, etc. Does not include food delivery apps and aggregators

- 1. Print**  
Single / Campaign
- 2. TV**  
Single / Campaign
- 3. Radio**  
Single / Campaign
- 4. OOH**  
Single / Campaign
- 5. Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

### SECTION A3: PRODUCT: FMCG - HOME CARE & OTHERS

Includes detergents, floor cleaners, dishwash essentials, incense sticks, fragrances, insect repellents, etc.

- 1. Print**  
Single / Campaign
- 2. TV**  
Single / Campaign
- 3. Radio**  
Single / Campaign
- 4. OOH**  
Single / Campaign
- 5. Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

### SECTION B1: PRODUCT: CONSUMER DURABLES

Includes home appliances, kitchen appliances, including electronic washing machines and dishwashers, bicycles, exercise gear, etc.

- 1. Print**  
Single / Campaign
- 2. TV**  
Single / Campaign
- 3. Radio**  
Single / Campaign
- 4. OOH**  
Single / Campaign
- 5. Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

### SECTION B2: PRODUCT: HOME DECOR & INFRA

Includes paints, lighting, cements, tiles, bath fittings, mattresses, furnishings, furniture, etc.

- 1. Print**  
Single / Campaign
- 2. TV**  
Single / Campaign
- 3. Radio**  
Single / Campaign
- 4. OOH**  
Single / Campaign
- 5. Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

### SECTION B3: PRODUCT: CONSUMER ELECTRONICS

Includes home and personal entertainment & computing devices, wearables, security cameras, cameras, computing accessories, etc.

- 1. Print**  
Single / Campaign
- 2. TV**  
Single / Campaign
- 3. Radio**  
Single / Campaign
- 4. OOH**  
Single / Campaign
- 5. Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

### SECTION C: PRODUCT: AUTOMOBILES & ACCESSORIES

Includes all automobiles including electric bicycles, tyres, engine oils, lubricants, spares, etc.

- 1. Print**  
Single / Campaign
- 2. TV**  
Single / Campaign
- 3. Radio**  
Single / Campaign
- 4. OOH**  
Single / Campaign
- 5. Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

### SECTION D: RETAIL & FASHION

Includes integrated offerings of standalone retail brands. Does not include online fashion marketplaces.

- 1. Print**  
Single / Campaign
- 2. TV**  
Single / Campaign
- 3. Radio**  
Single / Campaign
- 4. OOH**  
Single / Campaign
- 5. Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

### SECTION E: SERVICES: PHARMA, HYGIENE & WELLNESS

Includes online & offline services offered by pharma / health-focused brands, like 1mg, Pharmeasy, Apollo, Pain relief products and treatments, sport supplements, prescribed health supplements including OTC products like Protinex, Whey.

- 1. Print**  
Single / Campaign
- 2. TV**  
Single / Campaign
- 3. Radio**  
Single / Campaign
- 4. OOH**  
Single / Campaign
- 5. Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

### SECTION F: SERVICES: TRAVEL, TOURISM & HOSPITALITY

Includes travel companies, airlines, tourism boards, hospitality players, etc. Includes online travel aggregators like MakeMyTrip, RedBus, Rapido, etc.

- 1. Print**  
Single / Campaign
- 2. TV**  
Single / Campaign
- 3. Radio**  
Single / Campaign
- 4. OOH**  
Single / Campaign
- 5. Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

#### SECTION G1: SERVICES: BANKING & FINANCE

Includes online banking products, payment apps, loan service providers, etc. Includes loans-only marketplaces like PaisaBazaar.

1. **Print**  
Single / Campaign
2. **TV**  
Single / Campaign
3. **Radio**  
Single / Campaign
4. **OOH**  
Single / Campaign
5. **Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

#### SECTION G2: SERVICES: INSURANCE

Includes online insurance products including focused insurance offerings from banking and finance entities. Includes insurance-only marketplaces like PolicyBazaar.

1. **Print**  
Single / Campaign
2. **TV**  
Single / Campaign
3. **Radio**  
Single / Campaign
4. **OOH**  
Single / Campaign
5. **Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

#### SECTION H: SERVICES: EDUCATION

Includes online & offline education.

1. **Print**  
Single / Campaign
2. **TV**  
Single / Campaign
3. **Radio**  
Single / Campaign
4. **OOH**  
Single / Campaign
5. **Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

#### SECTION I: SERVICES: ONLINE SERVICES

Includes online marketplaces, classifieds, services and multi-brand delivery services like Swiggy, Zomato etc. Does not include focused online pharma, travel, education, real estate, BFSI aggregators, apps and services.

1. **Print**  
Single / Campaign
2. **TV**  
Single / Campaign
3. **Radio**  
Single / Campaign
4. **OOH**  
Single / Campaign
5. **Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

#### SECTION J: SERVICES: TELECOM & TECHNOLOGY

Includes telecom services. Includes social media apps and messenger services like Instagram, WhatsApp, Google. Includes tools like ChatGPT, Google Gemini. Does not include hardware-bundles like Alexa, Firestick, Playstation.

1. **Print**  
Single / Campaign
2. **TV**  
Single / Campaign
3. **Radio**  
Single / Campaign
4. **OOH**  
Single / Campaign
5. **Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

#### SECTION K: SERVICES: REAL ESTATE

Includes offline & online realty marketplaces and classifieds.

1. **Print**  
Single / Campaign
2. **TV**  
Single / Campaign
3. **Radio**  
Single / Campaign
4. **OOH**  
Single / Campaign
5. **Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)

#### SECTION L: MEDIA & ENTERTAINMENT

Including TV channels, OTT players, YouTube channels, Live Events, Radio stations, Cinema.

1. **Print**  
Single / Campaign
2. **TV**  
Single / Campaign
3. **Radio**  
Single / Campaign
4. **OOH**  
Single / Campaign
5. **Digital**
6. **Promos - Fiction**
7. **Promos - Non Fiction**

(Multiple elements / executions of a campaign will be evaluated as one.)

#### SECTION M1: CORPORATE BRANDING

Includes corporate advertising and CSR.

1. **Print**  
Single / Campaign
2. **TV**  
Single / Campaign
3. **Radio**  
Single / Campaign
4. **OOH**  
Single / Campaign
5. **Digital**

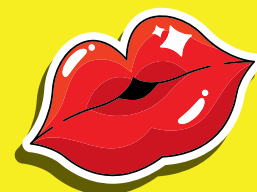
(Multiple elements / executions of a campaign will be evaluated as one.)

#### SECTION M2: CAUSE ADVERTISING & PUBLIC SERVICE

Includes Not-For-Profit, Social Causes Not Reflecting As Csr.

1. **Print**  
Single / Campaign
2. **TV**  
Single / Campaign
3. **Radio**  
Single / Campaign
4. **OOH**  
Single / Campaign
5. **Digital**

(Multiple elements / executions of a campaign will be evaluated as one.)



#### SECTION N:

##### 1. BEST USE OF ARTIFICIAL INTELLIGENCE (MEDIUM AGNOSTIC)

This award recognises the most innovative and effective integration of Artificial Intelligence in an advertising or marketing campaign. It celebrates creativity - whether through automation, content creation, or audience engagement - that showcases the transformative power of AI in brand communication.

##### 2. BEST USE OF AUGMENTED REALITY (AR)

This award recognises the most innovative and effective use of Augmented Reality (AR) in an advertising or marketing campaign. It celebrates creativity in enhancing user engagement, storytelling, or brand experience through immersive AR technology, whether in print, digital, mobile, outdoor, or experiential formats.

##### 3. BEST USE OF VIRTUAL REALITY (VR)

This award honours the most impactful and creative application of Virtual Reality (VR) in an advertising or marketing campaign. It recognizes work that leverages VR technology to deliver immersive brand experiences, storytelling, or interactive environments that captivate audiences and drive engagement.

##### 4. USE OF PUBLIC RELATIONS

This category recognises the creative use of PR as a tool in delivering a marketing message impactfully to targeted audiences and eliciting desired action. The jury will focus on the use of innovative content and its delivery to attain results against stated objectives. Entrants are advised to highlight earned media.

##### 5. MOMENT MARKETING

Real-time responsiveness and innovation therein that helps a brand connect with the audience and stand out from the competition is what this category will celebrate. While spontaneity is king, a brand response that strengthens its core will resonate more.

##### 6. HYPERLOCAL MARKETING

Campaigns that speak to the audience at the last mile in their own language most relatably are likely to win them over. The ones that manage to deliver that unique connection while staying true to their larger proposition will be awarded in this category.

#### **SECTION O: UNPUBLISHED MADDYS (OPEN TO ALL)**

Unpublished advertising ideas that showcase bold creativity, fresh perspectives and innovative storytelling across any medium. This category honours exceptional concepts that have not been commercially released but demonstrate strong creative potential. Entries in this category should be for fictional brands.

1. Print
2. TV
3. Radio
4. OOH
5. Digital

**WINS IN THE UNPUBLISHED CATEGORY WILL NOT CONTRIBUTE POINTS TO THE CREATIVE MADDYS AGENCY THE YEAR.**

#### **SECTION P: INTEGRATED CAMPAIGN: ANY PRODUCT / SERVICE CATEGORY**

**CREATIVE - INTEGRATED CAMPAIGN (MINIMUM OF 3, MAXIMUM 5 MEDIA EXECUTIONS TO BE PRESENTED)**

**Wins in ALL categories of CREATIVE MADDYS except UNPUBLISHED will determine CREATIVE MADDYS AGENCY OF THE YEAR and CREATIVE MADDYS CLIENT OF THE YEAR.**

### **GROUP 2. DESIGN & PRINT CRAFT MADDYS** **(Language Agnostic)**

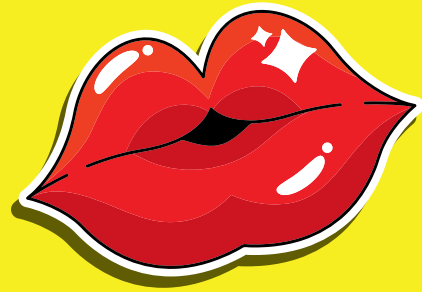
#### **SECTION A: DESIGN**

1. Logo & Corporate Identity
2. Poster
3. Illustration
4. Brochure
5. Calendar
6. Packaging
7. Point Of Sale/Instore/Environment Branding

#### **SECTION B: PRINT CRAFT**

1. Copywriting
2. Art Direction
3. Photography
4. Illustration
5. Typography

**WINS IN ABOVE CATEGORIES WILL DECIDE DESIGN & PRINT CRAFT MADDYS AGENCY OF THE YEAR.**



### **GROUP 3. FILM & AUDIO CRAFT MADDYS** **(Language Agnostic)**

#### **SECTION A: FILM CRAFT MADDYS**

- Open to Production Houses, Post Production Studios, Ad Film Directors, Composers and the like.
- Clients or Agencies may send entries crediting the Production House and other entities responsible for the work.
- Points will accrue to the Production House or entity most relevant to the sub-category.
- Clients / Agencies will be credited if they take credit for the work and submit an undertaking that NO OTHER ENTITY WAS INVOLVED IN THE CREATION OF THE WORK and that it was executed in-house, with individual credits.
- Individual credits should be furnished with the entries. Viz., name of the Director / Editor / Cinematographer / Music Composer. These individuals will be credited in the winner announcement should the entry go on to win.

1. Direction
2. Casting & Performance
3. Editing
4. Animation
5. VFX
6. Cinematography
7. Production Design
8. Art Direction
9. Writing

#### **SECTION B: AUDIO CRAFT MADDYS**

1. Voice Over
2. Original Music
3. Use of Music
4. Writing (for Radio/Audio spots)

**WINS IN THIS CATEGORY WILL DECIDE THE FILM & AUDIO CRAFT MADDYS PRODUCER OF THE YEAR.**

## GROUP 4. REGIONAL PRIDE (TAMIL) MADDYS

Each entry should specify a COPYWRITER and ART DIRECTOR, who will gather points, leading up to the REGIONAL PRIDE MADDYS COPYWRITER and REGIONAL PRIDE MADDYS ART DIRECTOR of the year titles. Entries without these credits will not be awarded points that will determine the Art Director and Copywriter of the Year titles. Details have to be furnished with the entry and requests for inclusion later will not be entertained.

### 1. Print

Single / Campaign

### 2. TV

Single / Campaign

### 3. Radio

Single / Campaign

### 4. OOH

Single / Campaign

### 5. Digital

(Multiple elements / executions of a campaign will be evaluated as one.)

WINS IN THE CATEGORY WOULD DECIDE THE REGIONAL PRIDE (TAMIL) MADDYS AGENCY OF THE YEAR & CLIENT OF THE YEAR.

## GROUP 5: DIGITAL MADDYS (Language Agnostic)

### SECTION A: DIGITAL - CREATIVES / CONTENT

**1.DIGITAL VIDEOS (SHORT-FORM)** - Entries featuring videos under 60 seconds, designed for quick consumption on social platforms, showcasing creative storytelling that captures attention instantly and drives virality.

**2.DIGITAL VIDEOS (LONG-FORM)** - Entries with videos over 60 seconds up to 3 minutes, including branded documentaries, series, or in-depth narratives that build emotional connections and provide value through extended engagement.

**3.EXPLAINER VIDEOS** - Videos that simplify complex ideas, products, or services through clear, engaging visuals and narratives, often used for educational or promotional purposes to enhance understanding. Submission requires a case video not exceeding 2 minutes in length.

**4.NATIVE ADVERTISING (CREATIVES / VIDEOS)** - Content that blends seamlessly with platform environments, including creatives or videos that feel organic rather than promotional, driving subtle brand integration and audience trust. Submission requires a case video not exceeding 2 minutes in length.

**5.INTERACTIVE CONTENT** - Digital assets like polls, quizzes, AR filters, or clickable stories that encourage active user participation, fostering deeper interaction and personalized experiences.

**6.USER-GENERATED CONTENT CAMPAIGNS** - Initiatives that leverage audience created content, such as challenges or submissions, to build community authenticity and amplify brand reach through organic sharing. Submission requires a case video not exceeding 2 minutes in length.

### SECTION B: MOBILE & APPS

**1.MOBILE GAMES** - Games developed for mobile devices that integrate brand elements creatively, providing entertaining experiences that enhance user loyalty and brand recall.

**2.MOBILE APPLICATIONS** - Standalone apps that solve user problems or deliver branded utility through innovative features, focusing on functionality and seamless integration.

**3.BEST USER EXPERIENCE IN AN APP** - Apps recognized for intuitive navigation, personalization, and frictionless interactions that prioritize user satisfaction and retention.

**4.BEST USER INTERFACE IN AN APP** - Apps honored for visually appealing, accessible, and responsive designs that enhance usability across devices.

**5.AR/VR MOBILE EXPERIENCES** - Mobile-based augmented or virtual reality features, such as filters or virtual try-ons, that create immersive, interactive brand encounters.

**6.MOBILE-FIRST CAMPAIGNS** - Campaigns designed primarily for mobile devices, optimizing for touch interfaces, speed, and on-the-go consumption to maximize reach in a mobile-dominant world.

### SECTION C: WEB & DIGITAL EXPERIENCES

**1.CORPORATE WEBSITE DESIGN FOR B2B** - B2B-focused websites that effectively communicate business value, facilitate lead generation, and build professional relationships through tailored design.

**2.CORPORATE WEBSITE DESIGN FOR B2C** - B2C websites that engage consumers with compelling visuals, easy navigation, and personalized content to drive conversions and loyalty.

**3.E-COMMERCE SITE** - Online stores that excel in seamless shopping experiences, from product discovery to checkout, incorporating features like recommendations and secure payments.

**4.LANDING PAGES** - Single-page designs optimized for specific campaigns or conversions, using persuasive elements to capture leads or drive actions efficiently.

**5.BEST USER EXPERIENCE** - Web experiences, including progressive web apps (PWAs), that deliver smooth, intuitive journeys focused on accessibility, speed, and user-centric functionality.

**6.BEST USER INTERFACE** - Web interfaces praised for aesthetic appeal, responsive design, and inclusive elements that adapt to various devices and user needs.

**7.IMMERSIVE WEB EXPERIENCES** - Websites incorporating 360-degree views, VR elements, or interactive storytelling to create engaging, memorable digital environments.

### SECTION D: DIGITAL CAMPAIGNS

**1.BRAND CAMPAIGN** - Comprehensive digital efforts that build or refresh brand identity through creative messaging, achieving broad awareness and emotional resonance.

**2.SEARCH & GEO CAMPAIGNS** - Campaigns utilizing search engines and generative optimization to connect users with relevant content at the moment of intent.

**3.EMAIL MARKETING CAMPAIGN** - Targeted email strategies that nurture leads or customers with personalized, timely content to drive opens, clicks, and conversions.

**4.SOCIAL MEDIA CAMPAIGN** - Efforts tailored to specific platforms (e.g. Instagram, X, LinkedIn, Facebook etc.) that leverage algorithms and formats for maximum engagement and shareability.

**5.MOBILE MARKETING CAMPAIGN** - Campaigns delivered via mobile channels like SMS, push notifications, or in-app ads, optimized for location and real-time relevance.

**6.INFLUENCER & CREATOR CAMPAIGNS** - Collaborations with influencers or creators to authentically promote brands, measuring impact through reach, engagement, and conversions.

**7.PERFORMANCE MARKETING CAMPAIGN** - Data-focused campaigns that optimize for measurable outcomes like ROI, using tactics such as retargeting and A/B testing.

**8.ONLINE CONTESTS** - Interactive contests run digitally to boost participation, collect data, and generate buzz through prizes and user involvement.

**9.Quick Commerce** - Campaigns promoting rapid delivery services, emphasizing speed, convenience, and integration with digital platforms for on-demand fulfilment.

**10.E-Commerce** - Initiatives enhancing online shopping, including shoppable content and AR features, to streamline purchases and improve customer satisfaction.

**11.SEO Campaign** - Strategies that improve organic search visibility through content optimization, backlinks, and technical enhancements for long-term traffic growth.

**12.Best Display Campaign** - Display ads that stand out through creative visuals, targeting, and placement, driving clicks and conversions across web and apps.

**13.Digital PR Campaign** - Online public relations efforts that manage brand reputation, secure coverage, and amplify stories through digital channels and influencers.

**14.Data-Driven Campaigns** - Campaigns that harness data analytics for targeted personalization, predictive insights, and optimized performance across touchpoints.

**15.Multicultural Campaigns** - Digital efforts that resonate with diverse cultural groups, promoting inclusivity through tailored messaging and representation.

#### SECTION E: AI & EMERGING TECH

**1.AI-Driven Personalisation** - Campaigns using AI to tailor content in real-time based on user preferences, behaviours, and contexts across multiple digital channels.

**2.Creative Use of AI in Content** - Entries where AI generates or enhances creative elements like art, copy, or music, demonstrating innovative and ethical application.

**3.AI Experiences & Applications** - AI-powered tools like chatbots or virtual assistants that create interactive, intelligent user experiences for brand engagement.

**4.Emerging Tech Campaigns (e.g., Blockchain, Web3.0)** - Campaigns leveraging cutting-edge technologies like blockchain, Web3.0 for novel interactions, security, or virtual worlds.

#### SECTION F: SOCIAL

**1.Best Social Video Series** - Ongoing video series on social platforms that maintain audience interest through episodic content, building long-term engagement.

**2.Community Engagement Campaigns** - Initiatives that foster active communities through interactions, feedback, and co-creation, strengthening brand loyalty.

**3.Viral Campaigns** - Campaigns designed for rapid sharing, using trends, humor, or emotions to achieve widespread organic reach and cultural impact.

#### SECTION G: GAMING & IMMERSIVE

**1.Branded Gaming Experiences** - Brand-integrated games or esports activations that entertain while embedding product messages subtly.

**2.Immersive & AR/VR Campaigns** - Non-mobile campaigns using AR/VR for virtual events or experiences that transcend traditional digital boundaries.

**3.Gaming Partnerships** - Collaborations with gamers, streamers, or platforms to co-create content, reaching niche audiences authentically.

#### SECTION H: DIGITAL - INTEGRATED CAMPAIGNS (MINIMUM OF 3, MAXIMUM 5 DIGITAL MEDIUMS USED TO BE PRESENTED.)

## GROUP 6: MEDIA MADDYS (Language Agnostic)

Media campaigns that showcase creative excellence through innovation, strategy, and activations across mediums. This category honours impactful use of media that enhances brand storytelling and audience engagement.

#### SECTION A: MEDIA INNOVATION

1. Dailies & Magazines
2. Digital Media
3. Branded Content
4. OOH & Ambient Media
5. Sponsorships
6. Celebs, Brand Ambassadors & Influencer Marketing
7. Direct Marketing
8. Radio & Audio Platforms (Podcasts, Other Digital Audio Platforms Etc.)
9. Sports Marketing
10. E-Commerce
11. POS

#### SECTION B: MEDIA STRATEGY

1. FMCG - Personal Care
2. FMCG - F&B
3. FMCG - Home Care & Others
4. Product - Consumer Durables
5. Product - Home Décor & Infra
6. Product - Consumer Electronics
7. Product - Automobiles & Accessories
8. Retail & Fashion
9. Services - Pharma, Hygiene & Wellness
10. Services - Travel, Tourism & Hospitality
11. Services - Banking & Finance
12. Services - Insurance

13. Services - Education
14. Services - Online Services
15. Services - Telecom & Technology
16. Services - Real Estate
17. Media & Entertainment
18. Corporate Branding
19. Cause Advertising & Public Service

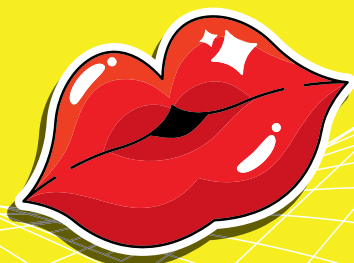
#### SECTION C: EVENTS, EXPERIENTIAL MARKETING AND BRAND ACTIVATION

1. Offline Brand Activation
2. Events Including Product Launches
3. Online Brand Activation
4. Rural Brand Activation

#### SECTION D: INTEGRATED CAMPAIGN

**MEDIA - INTEGRATED CAMPAIGN (MINIMUM OF 3, MAXIMUM 5 MEDIA EXECUTIONS TO BE PRESENTED)**

**WINS IN THE ABOVE CATEGORIES WOULD DECIDE THE MEDIA MADDYS AGENCY OF THE YEAR and CLIENT OF THE YEAR.**



## SPECIFICATIONS AND REQUIREMENTS FOR UPLOADING ENTRIES

All Print Material Including Press Ads, Point of sale/Instore/Environment branding material, OOH, Posters, Brochures, Coffee Table Books, Packaging Design, Calendars, Illustration, Logos, Photography.

1. JPEG format / PDF
2. The supported file size should not exceed 250MB
3. Image Size needs to be at least - 18 inches X 12 inches, min 72 DPI, either on portrait or landscape and the text has to be completely readable. For language entries, please submit the entries in the original language in which they were created, along with a translation in English in a Word Document. In the case of OOH, please send pictures of the actual installation, in addition to the creative in JPEG format.
4. Brochures, Flyers, In-clinic Posters, Visual Aids have to be submitted in the finished form in JPEG format as mock versions/ photographs along with a combined PDF of all individual pages, optimized for reading
5. A short animated video of the action/usage, if required, not exceeding 250MB in MP4 format can also be submitted
6. Case study format in text to not exceed two pages as PDF. Case study format in video to not exceed 2 mins

### TV COMMERCIALS/ FILMS/ DIGITAL FILMS/ EXPLAINER VIDEOS

1. Formats supported are MP4
2. The file size should not exceed 250MB
3. For language submissions, All language-based entries must be submitted in their original language, accompanied by English subtitles or translations as applicable
4. Case study format in video to not exceed 2 mins

### AUDIO

One digital file for each entry in MP3 format only. No other formats will be accepted.  
Language entries are to be submitted in the original language in which they were created along with the script in English on a Word document.

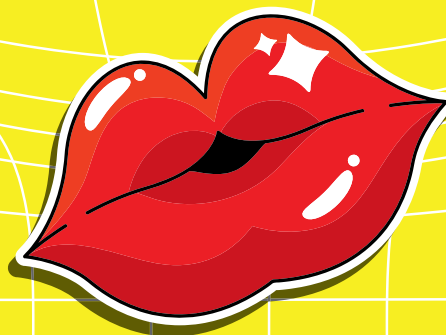
### DIGITAL/ MOBILE/ SOCIAL MEDIA/MEDIA/INTEGRATED CAMPAIGN

1. Submit a case study with the objective, target audience, challenges overcome, creative solution and results as a video
2. Video Formats supported are MP4
3. The file should not exceed 2 minutes in duration and 250MB in size
4. URL for any website/ social media handles/ UI and UX Design created to be included

### GENERAL RULES & REGULATIONS

1. Entries must be from released work for real clients only, except for entries to the "Unpublished" work category
2. The work should have been released between 1st April 2025 and 31st March 2026
3. Maddy's 2025 Entry Submission Timeline:
  - Deadline for submission of Early Bird Entries : 18th Mar 2025
  - Deadline for Regular Entry Submission: 20th Apr 2025
4. After completing the submission, payment can be made only through the following modes: IMPS / NEFT / UPI directly to Advertising Club Madras, or through Cheque / DD drawn in favour of Advertising Club Madras. If a single cheque or DD is being sent for multiple entries, a clear statement must be attached listing the number of entries covered.
5. The decisions of the Judges are final. In case of any discrepancy in entries, the participating organisation would be contacted for clarification /verification
6. Grand Prix award  
One or more Grand Prix shall be awarded at the discretion of the jury to recognize outstanding work that not only sets benchmarks in its main category but also breaks new ground in creativity, strategy, innovation, or impact.
7. In each entry category, we traditionally recognize outstanding submissions with Gold, Silver, and Bronze distinctions. These awards are exclusively reserved for entries that fulfil specific criteria. Multiple entries might receive these awards if they qualify for the respective distinctions. Conversely, if all submitted work falls short of these criteria, there is a possibility that no awards will be conferred. It's important to note that the decision of the jury is conclusive, underscoring their expert judgment in evaluating submissions.
8. The awards are restricted to Members of the Advertising Club Madras.
9. In case you are not a member, we request you to take a membership along with your entry.
10. Agencies outside Tamil Nadu are exempted from clause 8 & 9.
11. Submission of Entries should be completed in all respects including payment on or before the Deadline. If payment is made after the Deadline, the entry will not be considered for Judging
12. No case studies or print material should have agency logo/founder or team member name/face etc. Any such material will be disqualified.  
For submission of Entries and payment

Please visit <https://www.judgify.me/maddys2025>



## SUBMISSION OF ENTRIES

### IMPORTANT CONDITIONS TO BE NOTED

1. The Advertising Club Madras committee uses the services of highly experienced professionals from the industry, as Honorary Jury Members
2. Advertising Agencies / Media Agencies / Advertisers / Production Houses / Media Houses / Individuals and all other bodies who enter their work for judging are deemed to have agreed to abide by the Rules and Regulations of MADDYS Awards of The Advertising Club Madras
3. The decision of the Jury is final and no correspondence will be entertained by The Advertising Club or its Office Bearers in this regard. However you may leave your feedback/suggestion through our feedback links, which will be posted after MADDYS 2026, Advertising Club Madras will try to incorporate the necessary changes as and when decided by sitting Executive Committee Members
4. Any or all disputes, if any, arising out of Maddys Awards, will be Subject to the jurisdiction of the Courts in Chennai only
5. The Advertising Club Madras reserves the right to accept or reject an entry without assigning any reasons thereof. The entry fee will not be refundable in such cases.

### ENTRY SUBMISSION

1. Each entry must be submitted with a duly filled-in submission form.
2. Please check the Group and Section from the Category list on the website and select it correctly in the submission form with each submission together with the medium used
3. To cross check the eligibility of the submission, the platform auto sends an email to the client to endorse the submission. Make sure to enter the client information and email correctly. Entrants can always check the submission endorsement status in dashboard and can send reminders to client too for pending endorsements
4. It is important to understand why we ask for a client endorsement. The Awards are for all creative / campaigns developed between 1st April 2025 and 31st March 2026. Therefore, we want to be sure that your entries were indeed developed during this Period.
5. Normally, your work would have been good enough. However, we have instances in the past, where, after an agency won the award, we have received written complaints that the campaign or creative was developed much earlier and the concerned agency has misrepresented the dates. To avoid such instances, we ask your client to corroborate that the creative was developed within the stipulated period.

### ENTRY FEES

1. For Group 1 Creative MADDYS (Sec A to Sec O) Single entry Rs 4300 per entry + GST (Early bird - Rs 3700+ GST) Campaign entry Rs.5550 per entry + GST(Early bird- Rs. 4800+GST)
2. For Group 1 Creative MADDYS (Sec P) single entry Rs 12200 + GST (Early bird Rs 10600+ GST)
3. For Group 2 Design & Print Craft MADDYS (Sec A & Sec B ) Single entry Rs 4300 per entry + GST (Early bird - Rs 3700+ GST)
4. For Group 3 Film & Audio Craft MADDYS (Sec A & Sec B) Single entry Rs 6500 per entry + GST (Early bird - Rs 5800+ GST)
5. For Group 4 Regional Pride (Tamil) MADDYS Single entry Rs 4300 per entry + GST (Early bird - Rs 3700+ GST) Campaign entry Rs.5550 per entry + GST(Early bird- Rs. 4800+GST)
6. For Group 5 Digital MADDYS (Sec A to Sec G) Single entry Rs 6500 per entry + GST (Early bird - Rs 5800 + GST)
7. For Group 5 Digital MADDYS (Sec H) Single entry Rs 12200 + GST (Early bird Rs 10600+ GST)
8. For Group 6 Media MADDYS (Sec A to Sec C) Single entry Rs 6500 per entry + GST (Early bird - Rs 5800 + GST)
9. For Group 6 Media MADDYS (Sec D) Single entry Rs 12200 + GST (Early bird Rs 10600+ GST)

### PAYMENT

1. The entry fee total is to be calculated according to the number of submissions entered and the corresponding entry fee for each category
2. Entries submitted without successful payment will not be considered for judging. Upon completing your submission online, you will receive an acknowledgement email at your registered email address detailing the total payable amount. Please ensure that the payment is completed within the due date to confirm your entry for evaluation.
3. For all the entry payments, extra 3.5% Platform fee is applicable.
4. It is absolutely essential to fill in your GST Details and PAN number in the columns provided in the Billing information section. If you do not have a GST registration, you must email a letter from your Auditors stating the reasons thereof to admin@adclubmadras.com
5. Consider your entries submitted only when you get a confirmation e-mail. You can also login to track the receipt status of submission from the entrant dashboard
6. Methods of payment - UPI/IMPS/NEFT/RTGS/Net banking/Credit Card/Debit card/POS (Point of Sale) Machine Swipe OR Cheque/DD - to be drawn in favour of "Advertising Club Madras" payable at Chennai and sent to the address given below only: 57, Bazullah Road, T Nagar, Chennai, Tamil Nadu 600017  
For any queries please contact our team, Mobile: +918248717152

### ENTRY CREDITS AND POINTS

- Each entry should specify all agencies and entities that worked on the creative / campaign. These will be credited for the campaign.
- The entity to whom POINTS should be credited towards the 'MADDYS AGENCY OF THE YEAR' in each category needs to be specified at the time of entering the awards. These points CANNOT be shared among multiple entities.
- At the time of shortlist, the list of entities to be credited for the campaign, and the entity to be credited with the points for the campaign, and the entity to be credited with the points for the campaign shall be verified with the client.
- ONLY post verification of the shortlisted work shall it be presented before the jury in round two. The responsibility of ensuring client verification in time rests with the entrant entity.

### WHO CAN ENTER AND WHO WINS?

- Any entity involved in the creation of the campaign can enter the awards subject to meeting entry criteria. It could be an agency, agency partner, client, client partner, including production houses, design agencies, digital partners and the like.
- Any entrant who does not credit all the entities involved in the creation of the campaign shall bear the responsibility and liability for the same.
- Organisers shall credit entities and award points as declared by the client representative through an official email ID.

## MADDYS 2026 JUDGING STRUCTURE

### ENTRIES WILL BE JUDGED IN TWO ROUNDS:

#### ROUND 1

Independent scoring by jurors based on three criteria (30-point scale)

- Strategy & Insights (10)
- Originality & Creativity (10)
- Execution & Impact (10) (NOT measured results except in case of relevant Digital and Media MADDYS categories)

#### ROUND 2

Virtual jury meets to deliberate shortlists and finalise winners with re-scoring (99-point scale)

- Strategy & Insights (33)
- Originality & Creativity (33)
- Execution & Impact (33) (NOT measured results except in case of relevant Digital and Media MADDYS categories)

The jury will be guided by the following parameters in the final round of judging:

- **Grand Prix** (95-99 points)
- **Gold** (85-94)
- **Silver** (70-84)
- **Bronze** (60-69)
- **Shortlist** (59 and below)

Points for each medal will contribute to Agency and Client of the Year titles across six groups as follows:

- **Grand Prix:** 30 points
- **Gold:** 15 points
- **Silver:** 7 points
- **Bronze:** 3 points
- **Shortlist:** 1 point

**Art Director and Copywriter of the Year nominations will be considered across all CREATIVE MADDYS and REGIONAL PRIDE MADDYS categories.**

## AGENCY AND CLIENT OF THE YEAR AWARDS

The following Agency/Client of the Year recognitions will be awarded:

- **Creative MADDYS Agency of the Year**
- **Creative MADDYS Client of the Year**
- **Creative MADDYS Art Director of the Year**
- **Creative MADDYS Copywriter of the Year**
- **Design & Print Craft MADDYS Specialist of the Year**
- **Film & Audio Craft MADDYS Specialist of the Year**
- **Regional Pride MADDYS Agency of the Year**
- **Regional Pride MADDYS Client of the Year**
- **Regional Pride MADDYS Copywriter of the Year**
- **Regional Pride MADDYS Art Director of the Year**
- **Digital MADDYS Agency of the Year**
- **Digital MADDYS Client of the Year**
- **Media MADDYS Agency of the Year**
- **Media MADDYS Client of the Year**

- The above shall be decided on the basis of points accruing to the Agency / Production House / Client.
- Art Director and Copywriter of the Year titles will be considered across creative and regional pride groups except for Unpublished category, Design & Print Craft, Film & Audio Craft, Digital & Media Maddys.
- To be eligible for an Agency of the Year or Client of the Year title, the entrant / entity should have won AT LEAST one Grand Prix or Gold in the category.
- Client wins can be consolidated by corporate ownership.
- All entries will be judged by a panel of India's top creative, strategy, digital and media professionals, including Jury Chairs and subject matter experts across each domain.





Since 1956

**ADVERTISING CLUB MADRAS**

**MADDYS** 2026

44<sup>th</sup> MADRAS ADVERTISING CLUB AWARDS

[adclubmadras.com](http://adclubmadras.com)

