

Guidelines for entry write-up

- **Categories:** Your entry write-up should comprise of two sections: Main Entry and Supporting Material.
- **Main Entry:** Your main entry description must not exceed (500 words in each field) as a very long write-up might make it difficult for the jury to review. All the salient points related to the selected category should be covered in the main entry.
- **Supporting Material:** You should separately provide any other elements, preferably brief, that supports your submission. These may include documents, photos, videos, campaigns, pictures, screenshots in any common file format.
- **Brand Logo:** (Required) High Resolution Vector format only (.eps, .ai or .pdf)
For assistance, please contact ldina.fernandes.ae@informa.com

Important Points

- WeTransfer, DropBox or Google Drive links will not be accepted.
- File size should not be more than 5MB.
- The duration of video/audio should not exceed 2 minutes.
- A .ppt should not have more than 10 slides. .pdf submissions are preferred.
- Write-ups should not exceed 500 words and bullet points should be used where possible (objective and challenges, originality and creativity of the idea, strategy implementation, impact)