



# SUBMISSION GUIDELINES

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# 01 IMPORTANT DATES

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- ENTRIES OPEN: 31 MARCH 2024
- DEADLINE: 09 APRIL 2024
- JUDGING: 15 APRIL 2024

- **When can I start working on my entries?**

You can start working on your campaign from today.

- **When can I submit my entries?**

You can submit your entry between March 31, 2024 to April 09, 2024

- **What is the last date for submission?**

The deadline for submitting entries is 9th April 2024.

- **When are the Judging dates?**

Judging will take place in the week of 15th April 2024.

## SUBMISSION

- **What are the submission requirements and deliverables?**

The submission of print ads has to be in JPEG/PNG/PDF format. The submission must be in line with the brief for the competition.

One submission must contain a print ad or a print campaign.

# 02 ELIGIBILITY

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- **Who can enter?**

Team can be consist of the following mix:

- 2 individuals who are working as full-time employees in the same organization as on June 30, 2025, or while being sent to the Cannes festival, whichever is earlier
- 2 individuals – 1 individual can be a freelancer and 1 individual can be a full-time employee in an organization as on June 30, 2025, or while being sent to the Cannes festival, whichever is earlier
- Any deviation in the above stated eligibility criteria shall be at the sole discretion of the management
- The Participant will be asked to submit documents to support this whenever required by the management
- Both team members should hold a valid Indian Passport with minimum 6 months of validity as on December 31, 2025

- **Is there a limit to how many entries one can enter?**

No. You can enter as many entries as you like but each entry must have a different print ad

- **Note:** For the winner and runners up team, the cost for purchasing image in the advertisement shall be borne by the team's organisations.

## RESULTS & WINNINGS

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- **How will I know if I've been nominated?**

The winner and runners-up will be announced on our social media handles.

- **When will I know if I've won?**

An official email will be sent to you by the Times of India group, if you are the winning team.

- **What will I win?**

The winning team will be sent to the Cannes Lions Festival of Creativity, 2025. Winning campaign of agencies will be published in The Times of India Group publications.