

# CREATIVITY IS MY DUTY!

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LET'S MAKE A DIFFERENCE  
WITH A UNITED EFFORT THAT  
BENEFITS OUR SOCIETY

Sign up for

## OSACC 2020

Outdoor Social Awareness  
Creative Campaign



Zero Degree

OUT OF HOME MEDIA ASSETS & SOLUTIONS

[www.zerodegreegroup.com/osacc](http://www.zerodegreegroup.com/osacc)

# CAN CREATIVITY KILL THE CORONAVIRUS?

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We are not sure, but we can definitely try! This pandemic and the resulting lockdown has been a challenge for every section of the population. An immense workload is being borne by doctors, medical professionals and other workers on the frontlines of this effort. Their bravery should always be remembered.

As far as creatives are concerned, it's our duty to not only exercise our creative muscles, but to also spread awareness about this situation in the best possible manner. We should make sure that the people who have kept our system going through these difficult times, are duly recognised and appreciated.

Which is why Zero Degree and the Kerala Advertising Agency Association has come together to conduct a competition for all advertising agencies. The winning campaigns will be displayed on the Kochi metro pillar boards, so if you think your creative has a strong message that needs to be heard, then you should definitely sign up for OSACC 2020.



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# ABC UNITED

**A:** Agencies

**B:** Brands

**C:** Creatives

We are aiming for a collective effort from agencies, brands and creative professionals to make sure that we are all involved in this together. If there is one thing that this pandemic has taught us, it is that we need each other more than ever.

Let's come together in a way that is not only mutually beneficial, but also helps the wider society in this crucial period.

# LET'S DISRUPT COVID-19

OSACC 2020 will focus on disrupting the spread of the Coronavirus with disruptive campaigns that captures the imagination of the public while also spreading crucial awareness.

## 3 CATEGORIES. 6 AWARDS.

### CATEGORIES:

We have the following categories for participation :

- 1 FOCUSING AWARENESS FOR THE PUBLIC ON COVID-19
- 2 POSITIVE IMPACT OF SURVIVAL ON COVID-19
- 3 HONOURING THE WARRIORS OF COVID-19



### AWARDS:

**GOLD** and **SILVER** for each category

Cash Awards: **50K** for Gold, **25K** for Silver

Shortlisted entries/finalists will receive a certificate.



### SUBMISSIONS:

Entry Deadline: **May 27<sup>th</sup> 2020, 5 PM**

Entry Fee: **Absolutely Free!**

All material, documentation should be submitted online at [www.zerodegreegroup.com/osacc](http://www.zerodegreegroup.com/osacc) not later than this date.

# YOUR CAMPAIGN PLATFORM

Participating campaigns should be outdoor metro pillar based. Selected creatives (50 brands) will be mounted to the Kochi metro pillars and displayed for 15 days, from the displayed creatives the best will be selected for prizes. The Metro pillars run through the heart of the city, providing maximum visibility for your campaign. The boards are in prime locations and quite eye-catching thanks to the advanced German backlit technology.



KERALA  
ADVERTISING  
AGENCIES  
ASSOCIATION

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# WHO CAN PARTICIPATE:

Brands, Advertising Agency, Outdoor Specialist Agency, Media Agency, Creative Agency, Freelance advertiser & Freelance advertising group from all categories are encouraged to enter their best work on COVID-19 subjects.



## JURY:

The jury will be selected and managed by K3A.

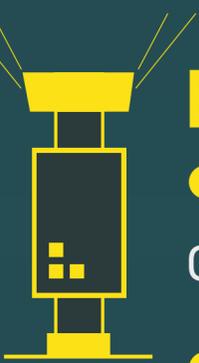


## CREATIVE GUIDELINES:

ENTRY FORMAT AND SIZE:

**HIGH res PDF** file only a min resolution of **10 mb** file with supporting **JPEG image** (text has to be completely readable) .

Image Size needs to be at **5 (W) feet X 9 (H) feet**



## BRAND INVOLVEMENT:

- Brand logo should not go beyond 20% of the total creative that is 9 square feet.
- Place organisers logo (Zero Degree and K3A) under the tag 'In association with', the size should not go beyond 10% of the total creative that is 4.5 square feet.

# ABOUT K3A

Kerala Advertising Agencies Association (K3A) established in the year 2003. An organisation by the owners of Advertising agencies and it takes care of agencies health, wealth and prosperity, giving the industry a platform and a voice.

In the 17 years that have passed the K3A has grown into a formidable organisation, spread over seven zones, each with its own president, secretary and executive committee. The organisation is steered by the state executive committee, headed by Chief Patron Mr. Joseph Chavara (Chavara Ad Media), Past President Mr. P.T. Abraham (Jelitta Publicity), President Mr. James Valappila (Valappila Communications), General Secretary Mr. Raju Menon (Maitri Advertising) and Treasurer Mr. Ramprasad (Calicut Publicity).

The K3A plays a pivotal role in nurturing Kerala's creative talent. The organisation regularly conducts workshops, seminars and debates to ensure that the fraternity is constantly learning and evolving. It also further spurs creativity through a 3-day AdFest, conducted every 4 years in association with media houses from across the State and India. There are also regular copywriting competitions conducted to head-hunt young creatives for member agencies.

Social service is also taken very seriously by the K3A, with scholarships provided to deserving children, and unstinting support given to families of member agencies in the event of an untimely death. Moreover, the organisation was instrumental in providing relief to the devastated Kuttanad region during the 2018 Flood.



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# ABOUT ZERO DEGREE

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Today we are one of the largest out of home asset company in Kerala which we are owning more than 1000 hoarding across India & have sole marketing rights of Cochin Metro pillar advt, Sobha City mall branding , Trivandrum Chandrashekran Nair stadium branding and many more.

We, at Zero Degree, offer a wide range of outdoor media services to our clients through various methods starting from designing to printing to execution to monitoring .Our team of professionals with various innovative techniques brings out the most befitting type of publicity campaign by which our clients get maximum response worth the money they spent for it.

Zero Degree with its corporate office registered at Thrissur and marketing offices at Cochin , Mumbai , Chennai & Hyderabad have established five branches to serve the business community.



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**GOOD LUCK**



**WITH YOUR CAMPAIGN!**

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# TERMS AND CONDITIONS

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1. The submission ends on the 27<sup>th</sup> of May 2020.
2. All the contestants should visit [www.zerodegreegroup.com/osacc](http://www.zerodegreegroup.com/osacc) and participate in the contest to submit their creatives.
3. All the contestants should take the responsibility of the copyrights related matters of their own creatives. Neither the organisers or the jury will be responsible for any claims in regard to this.
4. Contestants should submit an authorisation letter from their Brand/Client for representing the campaign and participating in this contest.
5. Jury is the final authority for the selection, award and prize related decisions.
6. Campaign related promotions, decisions, changes are managed and handled by the organisers.
7. Creatives for the contest should be strictly uploaded/e-mailed in the portrait format, creatives in this format only will be accepted.
8. All entries will become the property of the OSACC Committee and will not be returned.
9. Agencies can submit one entry for a brand. If more than one then, submit multiple entries.
10. We will only accept those creatives which strictly follow the creative guidelines and brand involvements mentioned in the brochure.
11. OSACC is purely an activity for a social cause which has no money motive and completely free, organisers will not be responsible for any obligations later in this regard.
12. Creatives will only be considered those which are uploaded through [www.zerodegreegroup.com/osacc](http://www.zerodegreegroup.com/osacc) or e-mailed to [osacc@zerodegreegroup.com](mailto:osacc@zerodegreegroup.com), the e-mailed version should have all the supporting details in it, else will get rejected.
13. OSACC Committee will do a verification for all works entered if required. The entrant also grants permission to OSACC Committee to show, copy or play the entries at such times as the committee deems appropriate.
14. The OSACC Committee reserves the right to make available for educational and reference purposes to any material entered at the Creative Awards.
15. Only one party may enter an advertisement and this should be agreed in advance between the parties concerned. In the event of two different entrants submitting the same entry, the agency or production house which produces a certificate of authorization signed by an authorized signatory of client will only be entertained.