

LET'S CELEBRATE CREATIVITY IN PRINT



Nestlé®

Presents



Times Power of Print is a unique initiative by Times Group, that invites creative minds to build an impactful print campaign for a *real brief* from a *real client*.

Nestlé India and Times Group are joining hands to invite all communication agencies to come up with award winning campaigns for a noble cause – '#HelpParentsKnowGoodFood'. The winning team will get a fully-paid trip to the Cannes Lions for two members, and win an Elephant at the Kyoorius Creative Awards, in a unique capsule where BCCL will highlight the immense possibilities for creativity and innovation in print.

Submission Guide

The Brief

Nestlé is the world's largest food and beverage company with a purpose of "Enhancing quality of life and contributing to a healthier future".

Nestlé believes that Good Food and Good Life go together. That food is not just fuel; it also brings us together. Food is an ingrained part of Indian culture and is an expression of our festivals, and celebrations, food reflects the rich diversity within each state.

Even when we look at a family unit, we find that parents are committed to bringing up their kids the right way – by passing on the right values and teaching them the right behaviour. Parents are also committed in feeding their kids good food every day. Parents try to provide their kids the right nutrition at an early age that will not only assist in the child achieving the right growth milestones (height, weight, cognition), but also will build health and wellness in the long run.

Food habits, like values, are largely passed on from one generation to the next. However, lifestyles have changed and so have food habits. And parents do not always model good food behaviour, because they themselves do not have full knowledge about good food from the perspective of good nutrition.

Nestlé believes modelling good food behaviour starts with good food knowledge. Hence, they wish to encourage parents in urban India to learn the nutritional truths about Good Food.

Nestlé is committed to delivering this Good Food Knowledge via 'Nestlé Nutrition Experts'. These experts will be available at various touchpoints (email, website, call) created for this purpose.

Campaign Task

The print campaign should:

- Make parents realise the need to gain knowledge about 'right nutrition' for their kids.
- Inspire parents into action, to learn the basics of Good Food for better nutritious diets of their kids.
- Establish "Nestlé = Nutrition Education".

Mandatory Guidelines

- "#HelpParentsKnowGoodFood" must be used.
- Logos for Nestlé brand & Power of Print must be used.
- Call to action should be to encourage consumers to reach out to "Nestlé Nutrition Experts" at our touchpoints created specifically for this purpose.

Submission Guide

1. Important Dates
2. Submission
3. Eligibility
4. Sending Entries by Post
5. Results & Winnings

1. Important Dates

SUBMISSIONS OPEN: 17 APRIL, 2018
DEADLINE: 09 MAY, 2018
JUDGING: 18 MAY, 2018
AWARDS NIGHT: 01 JUNE, 2018

1.1 When can I start working on my entries?

You can start working on your campaign from today. All information pertaining to the brief is available on page 2. All assets, including brand logos can be downloaded from the "Download Assets" link on the website.

1.2 When can I submit my entries?

While you can start working on your campaign before hand, submissions on the entry site begins on 17 April, 2018.

1.3 What is the last date for submission?

The deadline for submitting entries is 09 May, 2018.

1.4 When are the Judging dates?

Judging will take place on 18 May, 2018.

1.5 When is the Awards Night?

Awards Night will take place on 01 June, 2018 at NSCI, Mumbai

2. Submission

2.1 Where do I start?

Start by reading the submission guide. It has been given in detail with deliverables & submission format.

2.2 What are the submission requirements and deliverables?

The submission requirements and deliverables are mentioned in details in this pdf. In short — answer the brief, and submit your work as an A2 board alongside your online submission.

2.3 What is the A2 board?

The A2 board (420 x 594 mm) must be mounted on cardboard/sunboard and should not be more than 2mm thick. There is no specific gridline to follow.

2.4 Can I submit more than one entry for the brief?

Yes. You can create and submit as many entries for the brief.

3. Eligibility

3.1 Who can enter?

All Agencies can participate.

3.2 Can we enter as a group or team?

Yes. Any number of people can work together and enter as a team.

3.3 Can I team up with friends from other universities/agencies/companies?

No. As per 3.1 only agencies can participate so team should be made from the same agency only.

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

No. You can enter as many entries as you like.

4. Sending Entries by Post

4.1 How do I label my entries for posting?

Please use the entry ID provided upon completion of submission via the online system.

4.2 What address do I send my entries to?

Kyoorius Communications Pvt. Ltd.
2nd Flr, Kohinoor Estate
165 Tulsi Pipe Road
Lower Parel
Mumbai 400013
Tel: +91.22.42363600

4.3 How do I send work from outside Mumbai?

Mark your package as 'Competition material: no commercial value'. If you need to indicate the value of the goods in the package, use a token value, for example INR 100 per entry. Please make sure you have settled all shipping costs before sending your entries. Otherwise your package could be held up or refused at our office because of extra shipping costs.

4.4 How will I know if my package has arrived?

We won't notify you when we receive your package. We will only get in touch if your package doesn't make it to our office.

5. Results & Winnings

5.1 How will I know if I've been nominated?

All nominations will be announced on www.timespowerofprint.com on 23 May, 2018..

5.2 When will I know if I've won?

All award winners will be announced at the Kyoorius Creative Awards ceremony at Awards Night held in Mumbai on 01 June 2018.

5.3 What will I win?

The winning team will receive:

- A gorgeous Elephant at the Kyoorius Creative Awards Night on 01 June 2018
- Two members of the winning team will be sent to the Cannes Lions International Festival of Creativity, 2018.
- Winning campaign will be published in Times of India, Economic Times and other publications at the discretion of BCCL & Nestle.

5.4 What will I win, If I get nominated?

Two members of the nominated team can attend the Kyroorius Creative Awards night on 01 June 2018.

Terms & Conditions

1. Entering the contest

- 1.1 Entrants should belong to a communication agency.
- 1.2 Entrants should download a brief, register on www.timespowerofprint.com, generate a response to that brief and submit their work digitally and physically in accordance with the deliverables as laid out in the brief pdf.
- 1.3 Entrants can also submit more than one response for the same brief. Each Response is considered a separate campaign.
- 1.4 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials. The onus and all consequential liability of originality for the work submitted by entrants lies with the entrants and the entrants shall hold harmless and indemnify and keep indemnified BCCL and the partner of the brief against any claims, losses and damages made by any third party toward the ownership of the entrant's submissions.
- 1.5 All campaigns must be submitted via our Online entry system. Physical work should be submitted as supporting material. Bennett Coleman and Company Limited (BCCL) accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received.

2. Brief Partners' Logos and Names

- 2.1 The logos issued to the entrant may not be used for any commercial or republication purposes.
- 2.2 All partners operate strict controls on the use of their names, trademarks and logos. Any misuse of partners' brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims. Entrant shall hold harmless, indemnify and keep indemnified BCCL for the same.
- 2.3 By submitting a response, entrants agree to use the partners branding only in accordance with these terms and conditions, and any prevailing partners' terms and conditions.
- 2.4 The partners permit entrants to use the submitted branding for the sole purpose of responding to the brief.
- 2.5 Entrants may:
 - a. Only use partners branding on responses submitted to the Power of Print contest.
 - b. Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the Power of Print contest.
- 2.6 Entrants must not:
 - a. Use partners branding on any other material or for any other purpose.
 - b. Upload their submitted Response to any Online location before the Nominations have been announced, whether as part of an open or access-restricted site.
 - c. Denigrate partners or partner branding, subject partner branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;
 - d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the partner;
 - e. Provide or make available sponsor branding to any third party for any purpose whatsoever.
- 2.7 For the avoidance of doubt, the partners for the Power of Print contest are as listed on the briefs page on timespowerofprint.com
- 2.8 Entrants who submit a response that contains any trademark or logo, or other branding other than those specifically submitted by the partners, may be asked to re-submit their work without such branding trademark or logo.

3.

Ownership of Work

- 3.1 subject to point 3.3 & 3.4, Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding, entrants may only use the work for personal references and promotion as part of a portfolio.
- 3.2 By submitting a response, entrants grant BCCL and the partner of the brief an exclusive license for the duration of copyright protection to reproduce or distribute a reproduction of their campaign in all media in order to promote, or act as a historical record.
- 3.3 No additional agreement will be needed for the winning campaign. By submitting the entries, the entrants assign all rights, including but not limited to intellectual property rights, to the partner of the brief and BCCL without any monetary obligations. The partner of the brief and BCCL can use the same for any commercial purposes during the process of the contest and for a period of one month from the date of announcement of the winning entry. Notwithstanding anything contained herein, by submitting the entries, the winning entry entrant(s) assigns all rights, including but not limited to intellectual property rights, on the winning entry response to BCCL and the partner of the brief without any monetary obligations. The partner of the brief and BCCL can use the same perpetually for any commercial and/or non-commercial purposes. The winning entry's entrant shall not claim any rights over it and shall indemnify BCCL and the partner of the brief on the same.
- 3.4 The rights to all entries will be retained by BCCL and the partner of the brief for a period of one month from the date of announcement of the winning entry.

4.

Judging the Contest

- 4.1 BCCL will appoint a jury that shall be composed of judges who have the appropriate qualifications to judge the work. Responses will be considered in accordance with the contest selection criteria. These are:
 - a. an original and inspiring idea
 - b. well- executed
 - c. relevant to its context
- 4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.
- 4.3 If BCCL or the partner of the brief are made aware of any concerns that a response does not constitute the original work of the entrant, BCCL or the partner of the brief will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work.
- 4.4 The decision of the Jury shall be final and binding. None of the entrant can claim or object or dispute the decision of the same.

5.

General Points

- 5.1 BCCL reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.
- 5.2 The Terms and Conditions are subject to Indian law and the decision of BCCL in case of any dispute shall be final and binding on the Entrants any dispute that is not resolved by consultation between the parties shall be referred to the courts of India.
- 5.3 All disputes shall be subject to the jurisdiction of the Courts at Mumbai only.
- 5.4 Participant's entering the Contest shall be deemed as his/her acceptance of the terms and conditions. Only entries complete in all respects will be entertained.
- 5.5 The jury has the right to mentor the winning team or edit the winning entry and make it publishing ready.



The Times Group, through its glorious 179 years, has always been at the forefront of innovations and thought leadership when it comes to engaging both the reader and the advertiser. As an organization, we have always tried to keep the print flag flying high by doing things that generates excitement within the ecosystem. In line with the objectives of driving creativity and demonstrating the impact of print, is our new initiative titled, "Power of Print".

Nestlé is a leading Nutrition, Health and Wellness company. Nestlé has been in India for over 100 years understanding people, making quality products, building trust and nurturing relationships. For more information, please visit www.Nestle.in

Contact

Kyoorius
2nd Floor, Kohinoor Estate,
165 Tulsi Pipe Road,
Lower Parel,
Mumbai 400013.
Tel: +91.22.42363600

WEST:

Nidhi Shah
+919699894124
nidhi@kyoorius.com

Rupal Patel
+919870366646
rupal@kyoorius.com

SOUTH:

Pinky Ballal
+919980326943
pinky@kyoorius.com

NORTH:

Raj Upadhyay
+919716308506
raj@kyoorius.com

www.timespowerofprint.com