

JURY

The jury for Pepper Awards 2025 is being curated and will be announced soon



MANIFEST

Pepper Creative Awards Trust,
1st floor, 'Dreams'. Surabhi Line. K.P. Vallon Road, Kadavanthara, Cochin - 682 020.
Phone: 0484 4026067, 75599 50909. Email: peppertrustcochin@gmail.com

PEPPER AWARDS 2025

CALL FOR ENTRIES

NOW OPEN



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AWARDS

The awards to be given are Gold, Silver and Bronze in each category to entries judged to be deserving of this honour. Shortlisted/finalist entries will not get certificates.

Creative Agency of the Year: The agency with the maximum number of points will be presented with the Creative Agency of the year award.

Advertiser of the Year: The advertiser with the maximum number of points will be presented with the Advertiser of the year award.

Special Jury Award: Recognition by jury panel for entries with unique or outstanding merit that falls outside conventional categories.

Special Awards: Like previous years, there will be Best of Kerala, Best of Karnataka and Best of Tamil Nadu awards also.

ENTRY DEADLINE : Thursday, 30th October 2025, 5pm.

All material, documentation should be submitted online at www.pepperawards.com and payment must be received at the office of Pepper Creative Awards Trust, 1st Floor, 'Dreams', Surabhi Lane, K.P. Vallon Road, Kadavanthara, Cochin - 682 020 immediately after the submission of entries / receipt of Proforma Invoice.

Note: As the actual copy/copies of printed brochure/menu/calendar/direct mailers/coffee table books/ packaging/gifts/site photography of hoardings/logo proof is/are required for the final round of judging, the same should be submitted at the Pepper Creative Trust Office if the jury ask for it.

Dear Participant....

Gold takes many forms – jewellery, ingots, coins...but among the gold that the advertising community prizes the most, you will find the one with the Pepper mark on it. It's not easy to get to this gold. Your work has to make it past the exacting standards set by our eminent jury. The glory of winning metal at one of South India's prestigious advertising festivals makes all this worthwhile. The time to start preparing your entries is now. This year marks a significant milestone with a powerful new partnership with Manifest, a leading national news platform for marketing and advertising news.



Here's wishing you luck in the gold rush.

Register now



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www.pepperawards.com



All entries to be sent online

Pepper Awards 2025 will have entry submissions online. The jury panel (to be announced soon) will judge all entries online.

JUDGING

Each jury will be given an independent digital platform, where they will shortlist the entries online. Shortlisted entries will be taken to 2nd round judging and at the final round judging, the winners will be selected. The judging platform is managed and supervised by MANIFEST.

Entry format

PRESS:

Jpeg format only. The supported file size is between 750 KB to 2 MB. Image size needs to be at least 1024 x 576 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.

TELEVISION:

Each file size should be 10 MB or under (the form has three attachment options). Alternatively, submissions can be made via the submission link, which allows publicly accessible Google Drive links. Entries in regional languages should be submitted with English subtitles.

RADIO:

MP3 format. Entries in regional languages should be accompanied by the script in English.

OUTDOOR /AMBIENT / EXPERIENTIAL:

Jpeg or PDF format. The supported file size is between 750KB to 10 MB. Image size needs to be at least 1024 x 576 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.

DIRECT MARKETING:

Jpeg format only. The supported file size is between 750 KB to 10 MB. Image size needs to be at least 1024x576 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.

INTERACTIVE:

Enter the URL in the online entry form.

FEES

The entry fee of Rs. 3000 (Rupees Three thousand only) is applicable for each piece of creative work entered. If there is more than one piece, enter as new entry. In the case of a campaign (maximum of 3 pieces) the fee is Rs. 6000 (Rupees Six thousand only) and for integrated campaign of 5 pieces, the fee is Rs. 9000 (Rupees Nine thousand only). (Add 18% GST while making the payment).



Early Bird Period:
29 Sept- 9 Oct 2025

Single Entries:
₹2,700/- + 18% GST

Campaign Entries:
₹5,400/- + 18% GST
(up to 3 assets)

Integrated Entries:
₹8,100/- + 18% GST
(up to 5 assets)

The fee is payable by Cheque/Demand Draft or NEFT/RTGS transfer to: Pepper Creative Awards Trust, Cochin, Payable at Kochi.

Online transfers should be made to:
Pepper Creative Awards Trust
BANK : FEDERAL BANK
BRANCH : PANAMPILLY NAGAR
A/C NO : 13160200017173
IFSC : FDRL0001316

PAYMENT

All payments must be accompanied by system generated proforma invoice which will be received by the entrant during the time of submitting the entries online. Entries with no or inadequate payment will not be accepted. There shall be no refunds.

LEGAL

All entries will become the property of Pepper Creative Award Trust and will not be returned. Pepper Creative Awards Trust will do a verification for all work entered if required. The entrant also grants permission to Pepper Creative Awards Trust the right to make available for educational and reference purposes, including electronic publishing, any material entered at the Pepper Creative Awards. Decision of judges on all matters during judging, including qualifications and categories, will be final.

RULES & REGULATIONS

All entries must have been published or displayed for the first time between 1st April, 2024 and 31st March, 2025 in a mainline newspaper or magazine (INS member) of repute. In the case of TV / Radio, it should be a member of IBF. 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. The Pepper Creative Awards Trust has the right to verify the authenticity of such certificates and would act on its own volition.

The entries submitted for all categories will be scrutinized for authenticity and the Pepper Creative Awards Trust has the right to reject any entries without any reason. Entry fee for rejected entries will not be refunded.

MATERIAL & DOCUMENTS

a) All vernacular creatives should have English translation and should be added in translation section in the online entry form.

b) In case those participants who are not paying the entry fee by Bank transfer, the Demand Draft/Cheque along with a copy of system generated proforma invoice should be sent by courier to:

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