



# MANIFEST

Pepper Creative Awards Trust,  
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## PEPPER AWARDS 2025 CATEGORIES



www.pepperawards.com

### JURY

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





AWARD PROGRAMME:  
**OPEN / NATIONAL**

FOR WORK RELEASED ACROSS  
MULTIPLE INDIAN STATES, OR PAN-INDIA

**PRICING:** Single Entries @ INR 3,000 + 18% GST  
Campaign Entries @ INR 6,000 + 18% GST ( Upto 3 assets)  
Integrated Entries @ INR 9,000 + 18% GST ( Upto 5 assets)

**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)

**DISCIPLINES**

**1. PRINT**

Print / Press ads: Single / Campaign

**2. FILM (TV)**

Film: Under 60 Seconds – Single  
Film: 60 Seconds & Above – Single  
Film: Campaign - Campaign

**7. PRINT & DESIGN CRAFT**

Print & Design Craft: Art Direction – Single / Campaign  
Print & Design Craft: Copywriting – Single / Campaign  
Print & Design Craft: Illustration – Single / Campaign  
Print & Design Craft: Photography – Single / Campaign  
Print & Design Craft: Typography – Single / Campaign

**8. DIGITAL**

Digital: Branded Content For Content Platforms & OTTs – Single / Campaign  
Digital: Games – Single / Campaign  
Digital: Moment Marketing – Single / Campaign  
Digital: Websites / Microsites / Metaverse – Single / Campaign  
Digital: Online Films: 0 to 15 Seconds – Single  
Digital: Online Films: 15 to 30 Seconds – Single  
Digital: Online Films: 30 to 60 Seconds – Single  
Digital: Online Films: Over 60 Seconds – Single  
Digital: Online Films: Campaign – Campaign  
Digital: Social Media: Posts & Channels – Single / Campaign  
Digital: Social Media: Co-Creation / Crowdsourcing / Community Building – Single / Campaign  
Digital: Social Media: Tools & Applications – Single / Campaign  
Digital: Social Media: Livestreams / Real-Time Engagement – Single / Campaign  
Digital: Social Media: Integrated Social Media Campaign

**3. RADIO & AUDIO**

Radio & Audio Spots – Single / Campaign  
Radio & Audio – Innovative Use Of Radio Or Audio – Single / Campaign  
Radio & Audio Craft: Casting & Performance – Single / Campaign  
Radio & Audio Craft: Direction – Single / Campaign  
Radio & Audio Craft: Editing – Single / Campaign  
Radio & Audio Craft: Scripts / Writing – Single / Campaign  
Radio & Audio Craft: Sound Design – Single / Campaign  
Radio & Audio Craft: Technology – Single / Campaign  
Radio & Audio Craft: Use Of Music – Single / Campaign

**4. OUT OF HOME**

Out Of Home: Posters – Single / Campaign  
Out Of Home: Billboards – Single / Campaign  
Out Of Home: Ambient & Point Of Purchase – Single / Campaign

**5. INTEGRATED**

Integrated Campaign – Upto 5 Assets

**6. DESIGN**

Design: Corporate / Brand Identity – Single / Campaign  
Design: Stationery – Single / Campaign  
Design: Brochures, Catalogues & Annual Reports – Single / Campaign  
Design: Mailers – Single / Campaign  
Design: Posters – Single / Campaign  
Design: Publications – Single / Campaign  
Design: Calendars – Single / Campaign  
Design: Packaging – Single / Campaign  
Design: Environmental Design – Single / Campaign  
Design: Integrated Design Campaign – Upto 5 Assets

**9. VIDEO CRAFT**

Video Craft: Animation – Single / Campaign  
Video Craft: Casting – Single / Campaign  
Video Craft: Cinematography – Single / Campaign  
Video Craft: Direction – Single / Campaign  
Video Craft: Editing – Single / Campaign  
Video Craft: Music – Single / Campaign  
Video Craft: Special Effects – Single / Campaign  
Video Craft: Sound Design – Single / Campaign

**10. VERTICAL MARKETS / INDUSTRIES**

- A. FMCG: Foods  
B. FMCG: Beverages  
C. FMCG: Personal Care, Healthcare & Others  
D. FMCG: Home Care, Household Products & Maintenance
- A. Consumer Durables: Household Appliances  
B. Consumer Durables: Business Appliances  
C. Consumer Durables: Automotive Products & Services  
D. Consumer Durables: Telecom Products & Services
- Financial Services
- Business & Home Services
- Travel, Leisure & Hospitality
- Healthcare Services
- A. Retail: Offline Retail  
B. Retail: E-Commerce / Online Retail  
C. Retail: Quick Commerce / M-Commerce
- Corporate, Media, Entertainment & Others
- Public Service including CSR