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MANIFEST

Pepper Creative Awards Trust,

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PEPPER AWARDS 2025 CATEGORIES



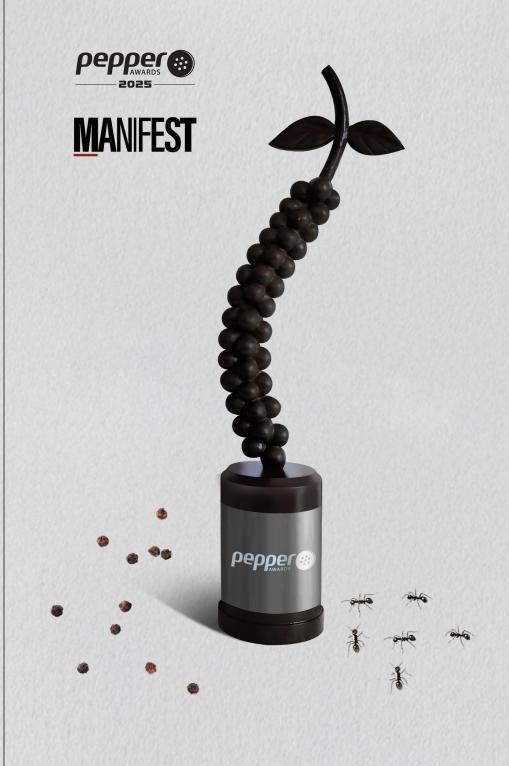


MANIFEST

www.pepperawards.com

JURY

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



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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

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

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

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

1. A. FMCG: Foods

B. FMCG: Beverages

C. FMCG: Personal Care, Healthcare & Others

D. FMCG: Home Care, Household Products & Maintenance

2. A. Consumer Durables: Household Appliances

B. Consumer Durables: Business Appliances

C. Consumer Durables: Automotive Products & Services

D. Consumer Durables: Telecom Products & Services

3. Financial Services

4. Business & Home Services

5. Travel, Leisure & Hospitality

6. Healthcare Services

7. A. Retail: Offline Retail

B. Retail: E-Commerce / Online Retail

C. Retail: Quick Commerce / M-Commerce

8. Corporate, Media, Entertainment & Others

9. Public Service including CSR