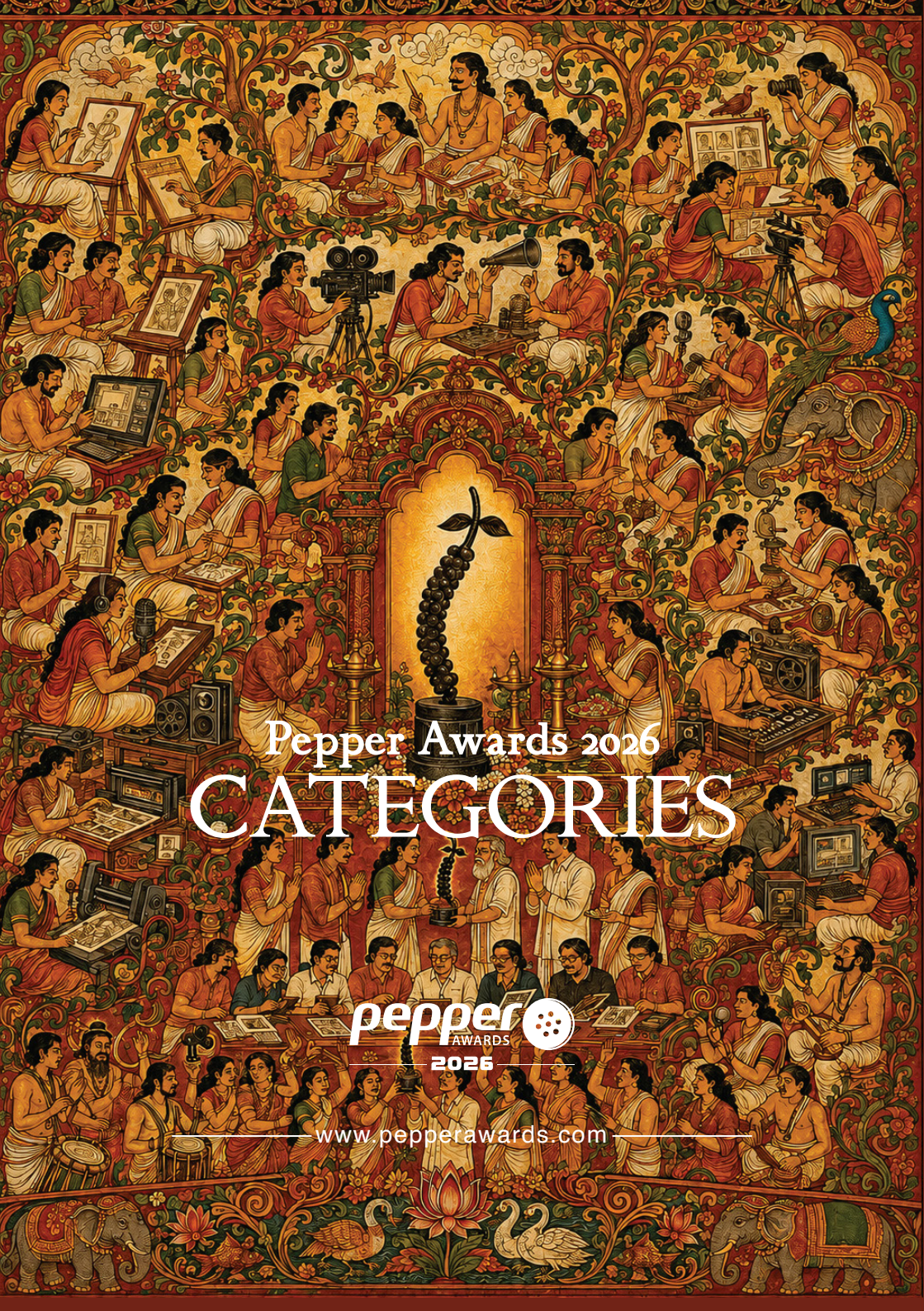




Pepper Awards 2026

CATEGORIES

pepper
AWARDS
2026

www.pepperawards.com



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)

DISCIPLINES

1. PRINT

✦ PRINT / PRESS ADS

Creative print ads in newspapers, magazines and other print publications.

Entry: Single / Campaign

2. FILM

✦ FILM – UP TO 30 SECONDS

Television and cinema commercials up to 30 seconds.

Entry: Single / Campaign

✦ FILM – 30 TO 60 SECONDS

TVCs over 30 seconds and up to 60 seconds.

Entry: Single / Campaign



‡ **FILM – OVER 60 SECONDS**

TVCs over 60 seconds.

Entry: Single / Campaign

3. RADIO & AUDIO

‡ **AUDIO COMMERCIALS**

Entry: Single / Campaign

‡ **CREATIVE USE OF RADIO & AUDIO**

Innovative creative ideas that use radio or audio in an unusual, engaging or effective way.

Entry: Single / Campaign

‡ **BRANDED AUDIO & PODCASTS**

Branded podcasts, audio series and other original audio content created for a brand.

Entry: Single / Campaign

‡ **RADIO & AUDIO CRAFT**

Casting & Performance

Entry: Single / Campaign

‡ **DIRECTION**

Entry: Single / Campaign

‡ **EDITING**

Entry: Single / Campaign

‡ **SCRIPTS / WRITING**

Entry: Single / Campaign



✦ SOUND DESIGN

Entry: Single / Campaign

✦ TECHNOLOGY

Innovative use of technology in the creation or delivery of radio and audio work.

Entry: Single / Campaign

✦ USE OF MUSIC

Entry: Single / Campaign

4. OUT OF HOME

✦ OOH – POSTERS

Entry: Single / Campaign

✦ OOH – BILLBOARDS & LARGE FORMAT

Entry: Single / Campaign

✦ OOH – DIGITAL OOH

Entry: Single / Campaign

✦ OOH – AMBIENT & EXPERIENTIAL

Innovative outdoor executions that use the physical environment in unexpected or engaging ways.

Entry: Single / Campaign

5. INTEGRATED

✦ INTEGRATED CAMPAIGN

A campaign built around one strong creative idea and executed across multiple media or platforms.

Entry: Integrated – Up to 5 assets



6. DESIGN

✦ CORPORATE / BRAND IDENTITY

Creation or evolution of a distinctive visual identity for a brand or organisation.

Entry: Single / Campaign

✦ STATIONERY

Creative design of corporate stationery and related brand applications.

Entry: Single / Campaign

✦ BROCHURES, CATALOGUES & ANNUAL REPORTS

Entry: Single / Campaign

✦ MAILERS

Design of direct mailers and promotional communications.

Entry: Single / Campaign

✦ POSTERS

Poster design for commercial, cultural, social or promotional purposes.

Entry: Single / Campaign

✦ PUBLICATIONS

Design of magazines, books, newspapers and other editorial publications.

Entry: Single / Campaign

✦ CALENDARS

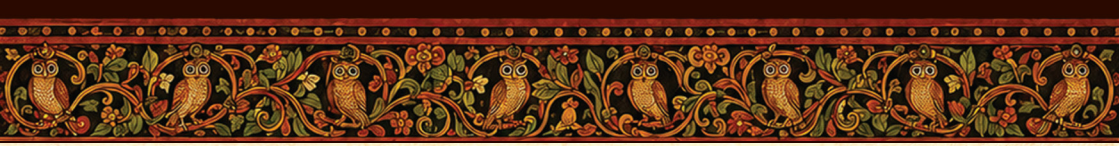
Design of calendars and calendar-based brand communications.

Entry: Single / Campaign

✦ PACKAGING

Design of product packaging and packaging systems.

Entry: Single / Campaign



✦ ENVIRONMENTAL DESIGN

Design for branded physical environments, spaces and installations.

Entry: Single / Campaign

✦ INTEGRATED DESIGN CAMPAIGN

A unified design idea executed across multiple brand applications or touchpoints.

Entry: Integrated Design – Up to 5 assets

7. INDUSTRY CRAFT

✦ ART DIRECTION

Outstanding visual direction and creative styling that contribute significantly to the work.

Entry: Single / Campaign

✦ COPYWRITING

Outstanding writing, language, ideas and verbal expression in advertising and brand communication.

Entry: Single / Campaign

✦ ILLUSTRATION

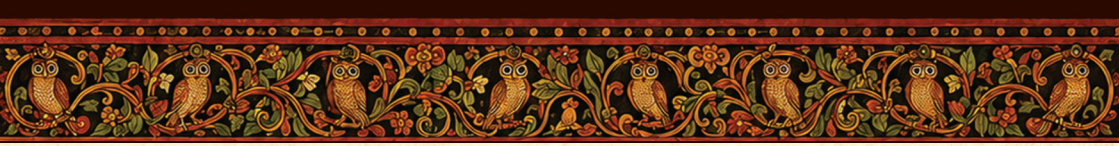
Exceptional illustration created for advertising, branding or communication.

Entry: Single / Campaign

✦ PHOTOGRAPHY

Outstanding creative photography used in advertising, branding or communication.

Entry: Single / Campaign



✦ **TYPOGRAPHY**

Exceptional and creative use of type as a key element of communication or design.

Entry: Single / Campaign

8. DIGITAL

DIGITAL EXPERIENCES

✦ **GAMES**

Creative games or experiences developed for a brand, product or campaign.

Entry: Single / Campaign

✦ **WEBSITES, MICROSITES & DIGITAL EXPERIENCES**

Creative websites, microsites and interactive digital experiences built around a strong idea or user experience.

Entry: Single / Campaign

✦ **DIGITAL INNOVATION & EMERGING TECHNOLOGY**

Creative work that uses emerging or innovative digital technologies to create a distinctive brand experience or solution.

Entry: Single / Campaign

✦ **MOMENT MARKETING**

Creative work that responds quickly and relevantly to a current event, cultural moment, trend or real-time conversation.

Entry: Single / Campaign

✦ **CREATIVE USE OF AI**

Creative work where artificial intelligence plays an integral role in the development of the idea, storytelling, execution or consumer experience.

Entry: Single / Campaign



‡ **DIGITAL CONTENT**

Online Films – Up to 15 Seconds

Short-form online films created primarily for digital platforms, up to 15 seconds.

Entry: Single

‡ **ONLINE FILMS – 15 TO 30 SECONDS**

Entry: Single

‡ **ONLINE FILMS – 30 TO 60 SECONDS**

Entry: Single

‡ **ONLINE FILMS – OVER 60 SECONDS**

Entry: Single

‡ **ONLINE FILMS – CAMPAIGN**

A series of related online films developed as part of one campaign.

Entry: Campaign

‡ **SOCIAL MEDIA – CO-CREATION, CROWDSOURCING & COMMUNITY BUILDING**

Work that actively involves audiences or communities in creating, shaping or spreading the brand idea.

Entry: Single / Campaign

‡ **SOCIAL MEDIA – TOOLS & APPLICATIONS**

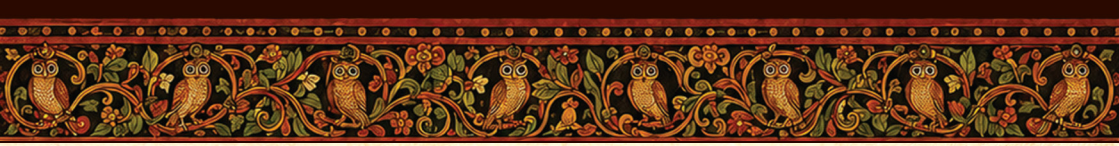
Creative social tools, applications, utilities or interactive features designed to engage audiences.

Entry: Single / Campaign

‡ **SOCIAL MEDIA – LIVESTREAMS & REAL-TIME ENGAGEMENT**

Creative use of livestreaming, realtime content and live audience interaction.

Entry: Single / Campaign



✦ INTEGRATED SOCIAL MEDIA CAMPAIGN

A social-first campaign built around a central idea and executed across multiple social platforms or formats.

Entry: Campaign

9. VIDEO CRAFT

✦ ANIMATION

Outstanding creative use of animation in film, video or branded content.

Entry: Single / Campaign

✦ CASTING

Exceptional casting that contributes significantly to the success of the film or video.

Entry: Single / Campaign

✦ CINEMATOGRAPHY

Outstanding visual storytelling, camera work, lighting and composition.

Entry: Single / Campaign

✦ DIRECTION

Outstanding direction, interpretation and execution of the creative idea.

Entry: Single / Campaign

✦ EDITING

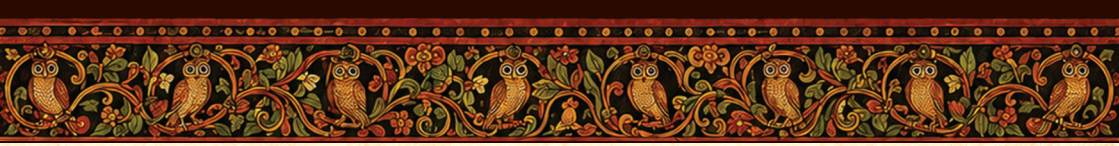
Outstanding editing, pacing, structure and visual storytelling.

Entry: Single / Campaign

✦ MUSIC

Original or adapted music that enhances the film or video.

Entry: Single / Campaign



✦ PRODUCTION DESIGN

Design and creation of the visual world, sets, locations, props and overall production environment.

Entry: Single / Campaign

✦ VISUAL EFFECTS / SPECIAL EFFECTS

Creative use of visual or practical effects.

Entry: Single / Campaign

✦ SOUND DESIGN

Creative use of sound to enhance the storytelling and viewing experience.

Entry: Single / Campaign

10. BRANDED CONTENT & ENTERTAINMENT

✦ BRANDED CONTENT – FILM / VIDEO

Original film or video content created around a brand idea rather than conventional advertising.

Entry: Single / Campaign

✦ BRANDED CONTENT – OTT & CONTENT PLATFORMS

Original branded content created specifically for OTTs, streaming services or digital content platforms.

Entry: Single / Campaign

✦ Branded Content – Audio / Podcasts

Original branded audio content, podcasts or audio series developed around a brand idea.

Entry: Single / Campaign

✦ BRAND INTEGRATION / PRODUCT PLACEMENT

Creative integration of a brand or product into entertainment, content or storytelling.

Entry: Single / Campaign



✦ **BRANDED ENTERTAINMENT**

Entertainment-led content where the brand plays a meaningful role in the creative idea or experience.

Entry: Single / Campaign

✦ **LIVE / STREAMING CONTENT**

Branded live, streamed or real-time entertainment and content experiences.

Entry: Single / Campaign

11. CREATOR & INFLUENCER MARKETING

✦ **CREATOR & INFLUENCER MARKETING**

Creative campaigns where creators or influencers play a central role in developing, delivering or amplifying the brand idea.

Entry: Single / Campaign

12. EXPERIENCE & ACTIVATION

✦ **BRAND EXPERIENCE / EVENT**

Creative brand experiences, events and live activations designed to engage audiences directly.

Entry: Single / Campaign

✦ **EXPERIENTIAL / IMMERSIVE INSTALLATION**

Immersive, interactive or experiential installations that create a memorable brand experience.

Entry: Single / Campaign

✦ **INNOVATION IN EXPERIENCE & ACTIVATION**

Innovative use of ideas, technology, spaces or experiences to engage audiences in unexpected ways.

Entry: Single / Campaign



13. VERTICAL / INDUSTRY

✦ FOOD & BEVERAGE

Advertising and brand communication for food, beverages and related products.

✦ PERSONAL CARE, BEAUTY & WELLNESS

Advertising and brand communication for personal care, beauty, fitness and wellness products and services.

✦ CONSUMER DURABLES & TECHNOLOGY

Advertising for household appliances, consumer electronics, technology products and related services.

✦ AUTOMOTIVE

Advertising for automobiles, automotive products, services and mobility solutions.

✦ TELECOM & DIGITAL SERVICES

Advertising for telecom, internet, mobile and digital service providers.

✦ FINANCIAL SERVICES

Advertising for banking, insurance, investments, fintech and other financial services.

✦ REAL ESTATE & INFRASTRUCTURE

Advertising for real estate, construction, property development and infrastructure.

✦ RETAIL & E-COMMERCE

Advertising for retail brands, shopping platforms, marketplaces and e-commerce businesses.

✦ TRAVEL, TOURISM, LEISURE & HOSPITALITY

Advertising for tourism, travel, hotels, restaurants, leisure and hospitality brands.



‡ **HEALTHCARE & PHARMACEUTICALS**

Advertising for healthcare services, hospitals, pharmaceuticals, medical products and wellness services.

‡ **CORPORATE, MEDIA & ENTERTAINMENT**

Advertising for corporate brands, media companies, entertainment, publishing and related businesses.

‡ **PUBLIC SERVICE, SOCIAL CAUSE & CSR**

Communication addressing public issues, social causes, public service or corporate social responsibility.

‡ **OTHER INDUSTRIES**

Work that does not fit into the above industry categories.

ENTRY DEFINITIONS

‡ **SINGLE**

One creative execution.

‡ **CAMPAIGN**

A series of related creative executions developed as part of one campaign.

Maximum 3 assets.

‡ **INTEGRATED**

A campaign using multiple media or platforms as part of one integrated creative idea. Maximum 5 assets.

Important Note:

The same campaign may be eligible for more than one discipline where it demonstrates a distinct creative achievement. Judges will evaluate the work according to the specific criteria of the category entered.



Sonal Dabral
Creative consultant,
Screenwriter & Film director



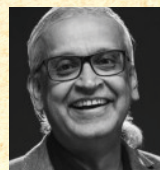
Josy Paul
Chairman BBDO India



Prathap Suthan
Co-founder
Bang in the Middle



Agnello Dias
Co-founder
Spinach Experience Design



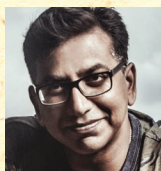
Raj Nair
Creative consultant



Ramesh Narayan
Founder
Canco Advertising



Abhijit Avasthi
Founder
Sideways Consulting



Senthil Kumar
CCO & Managing partner
Famous Innovations



Harshada Menon
ECD Ogilvy India



Kalpesh Patankar
Group CCO VML



Anupama Ramaswamy
Managing director & CCO
Havas Creative India



Priya Shivakumar
Former creative head (South)
DDB Mudra Group



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Founder & CD LOCAL
wedesignlocal.com



Harikrishnan Pillai
Founder & CCO
The Small Big Idea



Deepa Geethakrishnan
Proprietor MYO



Anusha Tallam
Founder & CCO
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2026



MANIFEST

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