

# 56<sup>th</sup>

Annual Awards

Call For Entries



Association of Business  
Communicators of India

# Glimpses of Annual Awards





# About the Association

## Now the global center for excellence in communication: ABCI

In the ever-expanding universe of communication a few stars are constant and shine brighter than all others. One among these is an organization whose reach and foot print cross new frontiers with each passing year: Association of Business Communicators of India (ABCI).

Like most great organizations, ABCI too was founded by visionaries. In 1957, a small group of eminent public relations professionals started the 'Indian Association of Industrial Editors' (IAIE). The group comprised Mr. Victor Paranjoti, Mr. P. R. Gupta and Mr. Jerboy Joseph. IAIE's Founder President Mr. Paranjoti was then Chief P. R. Officer for leading cement manufacturer ACC. Being a non-profit organization, IAIE was formed under the Society Act, 1860, under the registration number, F 2772, at the office of the Charity Commissioner, Mumbai.

With the passage of time and milestones at every turn, IAIE grew and acquired new wings. It metamorphosed from a small community of media and PR professionals into a guild that encouraged excellence in the field of communication. With a new leadership now guiding its growth trajectory, it was rechristened Association of Business Communicators of India (ABCI) in 1980 by

Mr. John Monteiro, who was then head of communications department at L&T. Under his presidentship, ABCI took a quantum leap in its performance and soon encompassed communication professionals from other industries as well.

Its pace of growth was accelerated even further under the presidentship of Mr. Yogesh Joshi. His extraordinary leadership and high benchmark of performance gets him re-elected to this role every year, since 2004.

Mr. Joshi has almost single-handedly led ABCI across many horizons, past many milestones and on to unprecedented glory each year. Its trademark annual function 'ComFest' now enjoys a new international status. It is regarded as the "Oscars" of the communication industry where top-notch communicators from around the world have been feted for their accomplishments.

Leaders from different walks of life have graced the ABCI stage. These include Sir Timothy Bell, political strategist, Shyam Benegal, path-breaking filmmaker, Roger Perreira, PR Guru, Alyque Padamsee, advertising Guru, Sir Mark Tully, famed journalist, and more. Apart from these luminaries, many eminent political leaders have also been part of ComFests since Mr Joshi took the helm. His latest accomplishment is being elected chairman of the World Communications Forum, Davos.

The 55th Annual Awards event had the august presence of Chief Guest Mr. Mohan Tanksale, Chief Executive of Indian Banks` Association and Former CMD of Central Bank of India. The 'Champion of Champions' Awards were won by Indian Oil Corporation, Larsen & Toubro, Maxposure Group and Union Bank of India.



# Categories

## 1 INTERNAL MAGAZINES

Periodical in the magazine format primarily for employees. Printed in 2 and 4 colours. Size would not be over 8.2" x 11.6" / 21cms x 29.7cms

## 2 EXTERNAL MAGAZINES

Periodical in the magazine format mainly for an external audience. Size would not be over 8.2" x 11.6" / 21cms x 29.7cms

## 3 NEWSLETTERS

Periodicals that are simpler in style than magazines and which have mainly news items rather than features.

## 4 INDIAN LANGUAGE PUBLICATIONS

Magazines / Newsletters / Tabloids published exclusively in any Indian language other than English. There will be a separate award for each language provided minimum standards are met.

## 5 BILINGUAL PUBLICATIONS

Magazines/ Newsletters / Tabloids that combine two or more languages.

For Categories 1 to 5, judging will be based on content and its impact.

## 6 WALLPAPER

This is a single-sheet, single-sided, poster style newsletter put up in offices, shop-floors, etc. to communicate current news and events to employees.

DESIGN: Overall design excellence throughout the publication, including appropriateness, use of typography, treatments and production techniques. Category 7 to 9, will be judged on the basis of look & feel, colours combination and diversity in design relevant to content and impact of design on communication.

## 7 MAGAZINE DESIGN

Size would not be over 8.2" x 11.6" / 21cms x 29.7cms

## 8 NEWSLETTER DESIGN

## 9 BROCHURE DESIGN

## 10 PRESTIGE PUBLICATIONS

One-time prestigious publications brought out in 2015 for the purpose of organizational promotion or promotion of an event or cause.





# Categories

## 11 FEATURES (ENGLISH)

In-depth treatment of a subject, usually descriptive and interpretative in nature. Generally of two or more pages.

## 12 SPECIAL COLUMN (ENGLISH)

A regular column of communication with a view to entertain, inspire or inform the entire year's output of the column will be required.

## 13 FEATURES (LANGUAGE)

In-depth treatment of a subject, usually descriptive and interpretative in nature. Written in an Indian language.

## 14 SPECIAL COLUMN (LANGUAGE)

A regular column written to entertain, inspire or inform. Written in an Indian language.

## 15 HEADLINES

Use of headlines in a single publication. DO they catch the readers attention? Are crossheads, strap lines and other effects used effectively and appropriately.

## 16 PHOTOGRAPHY

Photograph published in any organizational publication, periodical or otherwise the photograph should have been commissioned for the article or

submitted by an employee. Please clearly mention picture taken by an amateur or by a professional. STOCK PICTURES ARE NOT ALLOWED.

## 17 PHOTO FEATURE

A series of photographs accompanied by text, depicting a definite theme. Space devoted to the photographs should exceed 60% of the total space of the feature.

## 18 ILLUSTRATION

Use of illustration in a publication to attract and sustain interest, and complement the subject matter. Please specify the illustration to be judged.

## 19 ANNUAL REPORTS

Reports published for the financial year 2014-15 accompanied by graphic presentations, photographs and illustrations to dramatise and communicate clearly the organization's financial results /activities/ achievements.

## 20 EXHIBITION COLLATERAL

Collateral is a collection of publications like folders, brochures, catalogues, danglers, display materials, signage, posters, printed exclusively for an exhibition that helps you disseminating your message to visitors. They convey the purpose of the exhibition and provides a branding opportunity.



# Categories

CALENDAR (designed in 2015 for calendar year 2016)

## 21 WALL CALENDAR FOR YEAR 2016

## 22 TABLE CALENDAR FOR YEAR 2016

## 23 SOCIAL RESPONSIBILITY COMMUNICATION

A campaign that has as its main purpose the communication of a company's efforts in meeting its social responsibilities beyond its main business. Communication through Print/Electronic/Outdoor may be used.

## 24 ENVIRONMENTAL COMMUNICATION

A campaign that has as its main purpose of communication of a Company's efforts in protecting the environment. Any communication medium/media may be used. Include any examples of positive feedback from your target audience.

## DIGITAL MEDIA / DIGITAL COMMUNICATION:

Communications to an internal/external audience using digital media-on-line publications, website, corporate profiles, interactive presentations, etc. Entry should be sent on a CD or via internet access.

## 25 E-ZINE:

Electronic in-house magazine, with no printed edition.

## 26 MULTIMEDIA CD-ROM BASED PRESENTATION

Professional quality Presentations made using various media such as audio, slides, videos etc. These are menu driven presentations, which the user explores. These presentations are generally developed using Flash or Director. Corporate Films, AV etc are excluded from this

category. Judging criteria could be innovation in interactivity, classification system, the effectiveness of the communication, the overall appeal and look and feel.

## 27 WEB - COMMUNICATION – ONLINE CAMPAIGN

A campaign is a series of synergetic communication on the internet, using various web promotions techniques (banners, roadblocks, landing pages, emails etc) for a promoting a common goal (product, service) etc.

## 28 CORPORATE WEBSITE

Official full-fledged Internet websites of the companies will be judged on the basis of creative and inspiring designs, ease of navigation, functionalities, availability of up-to-date information and to the extent to which they aid brand and marketing communication. Microsites are not accepted. Websites which have won the award will not be considered as entries for a period of 3 years from the year they have won the award, even if they have been re-launched with major revisions.

## 29 CORPORATE INTRANET

These sites which are used as internal communication platforms in corporates need to be provided on CDs/ DVDs or login based access can be given if they are to be considered as entries under these category. A company may send any number of entries in this category. These sites will be judged on the basis of look and feel, ease of navigation, and to the extent to which they aid communication activities for the purpose they have been set up.

## 30 CORPORATE FILM

A documentary on company showing audio visual format, highlighting profile business and services rendered.





# Prestige Awards

## Suggestions / Recommendations are invited for the following Prestige Awards

### Promising Business Communicator:

Any Male/Female in the Age Group of 25 years to 35 years with 8 to 10 years of experience in Corporate Communications, Public Relations and or in the related professions with excellent track record and achievements can file the nomination. The entry needs to be certified by the current employer stating the facts mentioned therein about his/her career and achievements are factually correct. Innovation or bringing effective and visible change through internal/external communication system and set-up, contribution to the organization in changing perception will be taken into consideration for the Award.

### Business Communicator of the Year:

A Communications Professional who has dominated and influenced the profession of Communications and dealt very efficiently with crisis in the calendar year 2015. The Award is given to a professional, who has left behind his footprints, thus becoming a Role Model for the younger professionals.

### Communicator of the Decade:

A Communications Professional who has dominated and influenced the profession of Communications and dealt very efficiently with crisis in the last few years. The Award is given to a professional, who has left behind his footprints, thus becoming a Role Model for the younger professionals.

### Excellence in Business Journalism:

The Award is given to a person at the Editor's level for his/her outstanding contribution in Print or Electronic Media that has given a new dimension to the Business Media. Person introduced or responsible for an investigative or Analytical Business Journalism that has given a new direction; influenced the Generation Next or shaped-up the profession Business Journalism.

### Excellence in Financial Communications:

Financial Communications has become an area of specialization in the wake of boom in the stock markets since last few years. The Award is given to a Financial Wizard from Corporate or Agency or an Institution responsible for his outstanding contribution in making an IPO fully subscribed or bringing innovative ways into Financial Communications.

### Excellence in Brand Communications:

Marketing and Brand have become buzz words in an open economy. Right Communications with Right Option can Create a Super Brand or a Mother Brand. Success of a Brand largely depends upon Communications Strategy. The Award is given to a Person or an Institution instrumental in shaping up the Brand through a launch of a successful campaign or making a powerful impact of the Brand.

### Excellence in Strategic Business Communication:

Many years ago Mr. Nani Palkhiwala / Mr. Eknath Thakur, former Director, SBI & Hon'ble MP (Rajya Sabha), Mr. Ajit Balakrishnan, Founder & Chairman, Rediff.com were felicitated with this Award. Any one, who is not essentially in the Profession of Business Communications but have done exceptionally well and is a powerful Business Communicator will be bestowed upon with this honour. Successfully launching a new concept or a brand, bringing about change in the organization and perception of people for the organization he/she belongs to and enhancing its image through Business Communications will be the basis for considering this Award.

### Global Business Communicator:

As India is going Global, many Mergers & Acquisitions (M&A) have taken place in the last few years. Award is given to an Indian who has done exceptional contribution in handling the Challenges faced by the Communications set-up during M&A to create a Global Impact for the organization he/she belongs to OR any Indian living abroad having contributed to the cause of Business Communications and have attained excellence in the profession.

### Lifetime Achievement:

The Life Time Achievement Award is given to a Person who has been essentially a Communications Professional par excellence. However, his/her contribution is beyond the boundaries of Communications is also taken into consideration for conferring an Award. He/She who is responsible for Nation Building or depicting a role as a Catalyst or rendering service to the Society through Corporate Social Responsibility, is being felicitated with this Award.

*Members of Governing Council and Past Committee Members are not allowed to file their nomination for Prestige Category*

# ComFest-16

## Reclaiming the Power of Brand India

India is one of the oldest brands with a 10,000-year history studded with multiple firsts and distinctions. The track record glitters: the breakthrough invention of the zero that revolutionized mathematics; ancient universities at Takshila and Nalanda which lit the lamp of learning at a time when much of the world remained shrouded in the dark ages; sports at either ends of the spectrum - chess and polo; the rigidly structured but elegantly euphonic language Sanskrit; the elevating richness of classical music, the universally hailed Yoga for complete mind-&-body fitness, the world enlightening spiritual wisdom; the science of Vastu Shastra that makes architecture harmonious with the environment; and of course 'Satyagraha' - that brave new way of reclaiming one's rights as demonstrated by the world's foremost apostle of peace.

## Presenting Brand India Summit 2016

Brand India Summit is an unprecedented initiative to expand the definition and positioning of Brand India from merely being a cultural tourist destination to one with a long history of creating brands. It is an ambitious and innovative attempt to present India's leadership status in a more comprehensive manner. All previous attempts have only showcased India's art and cultural heritage. Not a single one focused on its people's entrepreneurial talent, or its mettle in the sports arena, or its industrial might, or its manufacturing capabilities, or the economic growth rate, or the advancement in banking & finance, or the prodigious and path-breaking output of its film industry, or the capabilities of its scientific community in launching a successful Mars Mission...

Brand India Summit promises to recast India's image in the present context juxtaposed with its history of leadership in diverse fields. India has made the successful transition from the shadows of its colonial past and status as 'third world country' to a nation that possesses the wherewithal to claim dominant position in a new world order. Brand India Summit will speak to the modern Indian. It will throw light on an India whose true and immeasurable power can never be adequately projected in a few fleeting 'feel-good' images of a 'shining' campaign.

## Brand India Summit - an innovative initiative

It's an initiative by the Association of Business Communicators of India (ABCI). In its past 59 years, ABCI has crossed several milestones as a forum for communication professionals. The dais of Brand India Summit will be graced by some of the most eminent individuals from diverse fields. They will share their experiences and insights on Brand India, helping us to benchmark our own strengths and performances against universal standards. They would also enable us to set new goals in order to re-establish the power and glory of Brand India.

ABCI events have the unique distinction of bringing luminaries from around the world. Mr. Maxim Behar, Chairman, Hill + Knowlton Strategies, Prague & CEO, M3 Communications, Sofia, has consented to be the Guest Speaker. Watch out on [www.abci.in](http://www.abci.in) for more information on other Speakers

## Brand India Summit

### Venue:

**Hotel Vivanta By Taj, Formerly known as Hotel President,  
Cuffe Parade, Mumbai**

### Dates & Time:

**Thursday, 27th October, 2016 : 09.00am to 05.30pm**

**Friday, 28th October, 2016 : 09.00am to 01.30pm**

**Dress Code: Formal**



# Entry Form

Last Date for Filling Nominations is 17<sup>th</sup> September 2016

Judging starts on Saturday, 24<sup>th</sup> September, 2016

Category No.

One copy of the form should be sent with each entry. Please type or write clearly in block letters

Description of category: \_\_\_\_\_

\_\_\_\_\_

Titles of Entry: \_\_\_\_\_

Issues Submitted: (for categories 1-7 two consecutive issues) \_\_\_\_\_

Issue to be judge: (Mark as ENTRY COPY) \_\_\_\_\_

Name of editor / publisher / producer: (all entries) \_\_\_\_\_

\_\_\_\_\_

Name of writer / photographer / producer: (for categories 8 to 30): \_\_\_\_\_

Name of Entrant: \_\_\_\_\_

Company Name & Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Three Email Ids: 1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

Frequency of Publication: \_\_\_\_\_

Print Run: \_\_\_\_\_

Cost per copy: \_\_\_\_\_

Number of Issues Brought out During 2015: \_\_\_\_\_

Entry Produced In-House Totally:  Yes  No

Entry Produced with Freelancer / Agency Help  Yes  No

Name of freelancer / Agency: \_\_\_\_\_

# Entry Form

Please state briefly the aim and scope of your publication / entry with particular regards to the role it plays in achieving your organizations` s communication objectives and meeting the audience` s needs. (not applicable for photography / illustration) if space is not sufficient, an additional sheet may be attached.

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## Entry Fee

Member: Rs. 1,750/- per entry

Non Member: Rs. 2,250/- per entry

Cheque (payable at Mumbai)

Demand Draft

Cheque/DD No.: \_\_\_\_\_ Dated: \_\_\_\_\_

Drawn on (Bank): \_\_\_\_\_

Total Amount (in word): \_\_\_\_\_

Name: Mr. / Mrs. / Ms.: \_\_\_\_\_

Designation: \_\_\_\_\_

In case, if you win an award, following matter will be printed on the trophy presented to you. Filling in the following matter is mandatory.

Magazine / Product Name : .....

Edited / Photographer / Written by : .....

Company Name : .....

\_\_\_\_\_  
Signature

Last date for Filing Nominations Saturday, 17<sup>th</sup> September, 2016  
Judging starts on Saturday, 24<sup>th</sup> September, 2016  
Kindly send the Company Logo in JPEG or Corel File.  
In case of winning an Award, the Company Logo will be displayed during  
Awards Nite & also on ABCI Website

(Cheque / DD should be in the name of Association of Business Communicators of India)



# Guidelines

All entries must have been published during calendar year 2015.

- One copy of the entry form duly filled, should be sent with each entry.
- There should not be more than one entry in one category by a publication. However, the same publication may be entered in various categories if required.
- In each category concerning periodicals (1 to 7) please submit two consecutive issues of your publication. Please specify the issue to be judged by marking ``ENTRY COPY`` on the back cover of the relevant issues, and ``SUPPORTING COPY`` on the other issue.
- In the Special Column categories, the publication in which the column to be judged is printed should be sent, accompanied by photocopies of the entire year's output of the column in order to establish regularity.
- For entries in the Photography section, please submit one of the original photograph (minimum size: 10 x 15cms), along with a copy of the publication in which it is reproduced. The page should be clearly marked.
- In the Writing categories, the entry will be judged on the basis of readability, depth, originality of theme, presentation and suitability to audience. Please clearly mark the page/pages of the entry to be judged.
- The judges will take particular note of the entry's objectives, and its role within the organization and/or market. Publications will be judged vis-à-vis the stated objectives, on quality and balance of the written and visual content, layout, design, production, overall appeal and periodicity, target audience and cost of production.
- Each entry must be accompanied by the fee and one copy of the entry form. Entry form may be photocopied if necessary.
- Entrants must complete all the questions asked on the entry form or indicate that they are not applicable. The entry form must be firmly attached to the top of the publication. The two consecutive issues (in the Periodicals categories) may be firmly secured together.
- The category number of the entry must be clearly marked on the top right-hand corner of the back cover of the entry and on both issues in the Periodicals categories.
- Entry fee is Rs. 1750/- per entry for members and Rs. 2250/- per entry for non members.
- Deadline for entries is 17<sup>th</sup> September 2016. No liability on ABCI for entries lost or delayed in the post.
- Kindly send us email ids of 3 different executives to communicate results of the judging round.
- Decision of the judges will be final and binding.

**56th Annual Awards Nite**

**Friday, 28th October, 2016**

**06.00pm Onwards**



Entries to be sent to:

Association of Business Communicators of India  
C/o. 20, Blaze Business Centre, 1<sup>st</sup> Level, Birla Mansion,  
Next to Commerce House, Nagindas Master Road, Fort, Mumbai - 400 001

Contact Person: Kirit Varma  
Mob. No.: + 91 98207 17858  
Email: [admin@abci.in](mailto:admin@abci.in) Website: [www.abci.in](http://www.abci.in)