CREATIVITY. CRAFT. CULTURE.

GOOD ADS MATTER AWARDS 2025

ENTRY KIT

GOOD ADS MATTER AWARDS

Good Ads Matter came to life three years ago from our relentless pursuit towards greatness.

There were ripples. Now, we bring a wave.

After the stellar success of the Good Ads Matter Awards last year, one thing was clear to us: the shared pulse between us to make Indian advertising great again.
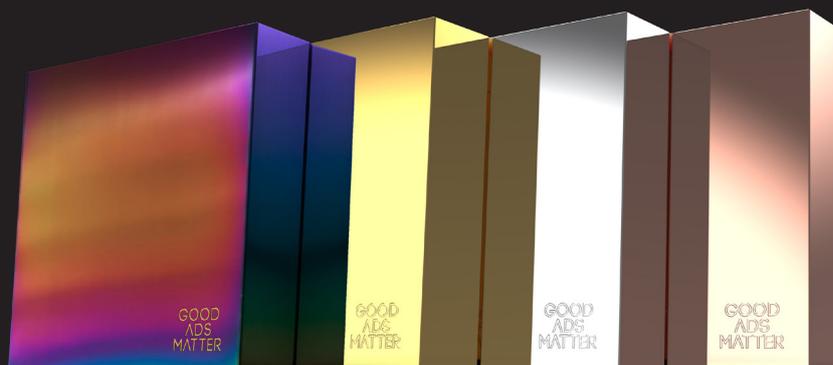
This year, we have our eyes set on a single goal beyond everything—to carve an unparalleled legacy of Indian advertising on the global stage like never before.

With your work.

With a jury of the Top 1% Indian and international creative minds. With our collective vision.

The celebration of creativity, craft, and culture continues.

We will see you at the top.

CONTENTS

General Information

Categories

Film Craft

Creative

Get in Touch

ENTRY DATES & FEES

The submissions are open from **14 January, 2026, to 10 April, 2026.**

Below are the key phases of entry submissions.

EARLY BIRD
Dates: **14 January - 28 February**
Fees: **₹9,000/- +GST**

PHASE I
Dates: **01 March - 31 March**
Fees: **₹11,000/- +GST**

PHASE II
Dates: **01 April - 10 April**
Fees: **₹14,000/- +GST**

'UNDER 30' Final Deadline & Fees
For the Under 30 subcategories under Film Craft —
- Young Director of the Year
- Young Cinematographer of the Year
- Young Editor of the Year
- Young Music Composer of the Year

For the Under 30 subcategories under Creative —
- Young Writer of the Year

The submission fee remains constant throughout the entry period.
Dates: **14 January - 31 March**
Fees: **₹ 4,500/- + GST**

The Good Ads Matter Awards 2026 shortlists will be announced on **15th May, 2026**.

The Awards night will be held on **29th May, 2026**.

Please Note that:
• The submission fee is non-refundable and non-transferable.
• The submission fees will be accepted via Razorpay using credit/debit cards, net banking, UPI, or Bank Transfer.

If, for some reason you have to opt to pay via NEFT, you can connect with us on +**91 7738011153** or +**91 75069 49210**, and we will help you with the details.

WHAT'S NEW IN 2026?

Welcome to the Good Ads Matter Awards 2026!

Before you begin, take a moment to explore what's new, what has changed, and what to keep in mind this year.

Timeline Updates

Extended Early Bird Window

We are kicking off the Early Bird phase even earlier, starting 14 January, giving entrants more time to avail the advantage of Early Bird pricing.

'Under 30' Final Deadline & Fees

For the Under 30 subcategories under Film Craft:
- Young Director of the Year
- Young Cinematographer of the Year
- Young Editor of the Year
- Young Music Composer of the Year

For the Under 30 subcategory under Creative:
- Young Writer of the Year

The final deadline to submit entries is 31 March, 2026.
The submission fee remains constant throughout the entry period.
Entry Fee: ₹4,500 + GST

Entry Process Updates

Entries Editable Until Final Deadline

Once your entry is submitted and payment is completed, you can continue to edit and update your entry until the final submission deadline — 10 April 2026. After this date, no changes, replacements, or exchanges will be permitted.

Subtitles Are Mandatory

All non-English entries must include accurate English subtitles to ensure fair evaluation by our International Jury. Failing to do so may greatly affect the scores of the entry.

Save Your Entries

You can now save your entries by clicking on 'Save Draft'. Once your entry is ready, you can click on payment and complete your entry.

GOOD
ADS
MATTER
AWARDS
2026

Category Updates

The Good Ads Matter Awards 2026 introduce four new categories and several new subcategories—reflecting the evolving advertising landscape.

New Categories Under Film Craft

1. Artificial Intelligence
AI is now a standalone category, ensuring AI-led work is judged with the depth, context, and ethical consideration it deserves. [*To see the Subcategories, refer to page 20*]

New Categories Under Creative

1. Strategy
Recognising strategic thinking that transforms brand identity and experience—delivering measurable results and cultural impact. [*To see the Subcategories, refer to page 34*]

2. Integrated
Work that demonstrates how a single, powerful idea has been thoughtfully adapted and orchestrated across mediums (at least 3). [For more information, see *page 31*]

3. Digital
Celebrating excellence in digital-first advertising, platforms, and experiences. [*To see the Subcategories, refer to page 30*]

New Subcategories Under Creative

1. Under Film

a. Health & Pharma – Creativity in healthcare and pharmaceutical communication

b. Use of AI – Thoughtful application of AI in film-led work

c. Promo for Feature Film, Web Series & Sports – Promotional storytelling across entertainment and sports

2. Under Writing for Advertising

a. Writing for AI Advertisement – Scripts, dialogue, voice-overs, and on-screen copy for AI-led ads (all languages)

b. Best Campaign of the Year – Writing for Advertising

Note:
1. Writing for Advertising has now moved from Film Craft to Creative.
2. Editing & Colour Grading have been merged into one category
3. Animation & VFX have been combined into a single category

ELIGIBILITY RULES

1 The entrant must be a Brand, Agency, Production Company or Individuals who have/has worked on the submitted entry.

2 The work must have been published or commercially released between January 01, 2025, and April 10, 2026.

3 Pieces of work already submitted at the Good Ads Matter Awards 2025 will be immediately disqualified.

4 In case of pro bono work, your entry is eligible if:

i. The charity has a formal contractual relationship with the entrant agency;
ii. The charity has authorised the work to be published;
iii. Provided that Good Ads Matter reserves the right to request confirmation from the media owner if media/airtime was provided on a pro bono basis.

5 Your work must be an Indian ad/campaign, i.e., made for Indian audiences and platforms. International work will not be accepted.

6 To enter under any 'Under 30' category, the entrant's date of birth must be on or after January 01, 1995.

7 Subtitles are mandatory for all non-English entries to ensure fair evaluation by our International Jury. Failing to do so may greatly affect the scores of the entry.

8 You can enter only one single piece of work per entry, except for the following categories -
Best Campaign of the Year - Direction (Film Craft)
Best Campagin of the Year - Film (Creative)
Best Campaign of the Year - Writing (Creative)
Best Integrated Campaign of the Year (Creative)

HOW TO ENTER

SUBMISSION FORM GUIDE

Ready to enter? Here's your step-by-step guide to getting everything perfect.

Entry Section 1

1. Give your Entry a Title

To begin, you need to give your entry a title. Name your entry before you choose your categories — this title will travel with your work wherever it goes.
If you're entering the same work in multiple categories, the title stays the same across all of them.

2. Choose Categories & Subcategories

Browse the Categories and Subcategories and select where your work truly fits.
You can add, edit, or remove categories anytime before payment.

3. Company Involved

Simply add the Brand/Company Name associated with the campaign.

4. Release Date of Campaign

When did your work meet the world? Share the date your campaign was released across any public platform.

Your entry must have been published or commercially released between 1 January, 2025, and 10 April, 2026.

Not sure if your work qualifies?
Check the eligibility window again or reach out to our Awards Team through the website or email us at awards@goodadsmatter.com, we're happy to help.

5. Short Summary

Give us the elevator pitch. In under 250 words, share a brief overview of the campaign — key context, the spark behind it, or anything essential. Make it clear, tight, and helpful for the Judges.

6. Submission Weblink

Submit the link to your work. Accepted platforms: YouTube, Vimeo, Brightcove, or any publicly accessible Google Drive link.

Please ensure the link:
• Is fully functional
• Has public access enabled
Entries with inaccessible or broken links will be disqualified from the judging process.

NOTE: You can submit only one piece of work under each subcategory. Only in the case of 'Best Campaign of the Year' under Direction (Film Craft), Film (Creative), Writing for Advertising (Creative), and Best Integrated Campaign of the Year (Creative) can you enter up to 5 pieces of work.

7. Supporting Documents

Supporting materials are a key part of your entry. These are what the judges will watch, read, or review before judging your main entry.
Please upload the following media first.

7.a Campaign Details for Judges (Optional)

Use this section to share the full story behind your work: the objective, the insight, the craft, the idea, the execution, the results — anything that strengthens your entry. You may include up to 500 words.

7.b Entry Thumbnail (Compulsory)

Upload the thumbnail image you would like to represent your entry.

7.c Supporting Media for Judges (Optional)

You may upload up to three supporting files—BTS, making-of, insight decks, before-and-after comparisons, or any additional material you want the Jury to see.

File requirements:
Maximum size per file: 10MB
Accepted formats: .pdf, .jpg, .jpeg, .png, .mp4, .mpeg2, .mov

7.d Proof of Date of Birth (Compulsory for "Under 30" categories)

While entering the sub-category "Under 30" under Direction, Cinematography, Writing, Editing, and Music, you must provide a valid identification document with your date of birth mentioned.

HOW TO ENTER

Entry Section 2: Entrant Information

1. Contact Details of the POCs

We may need to reach out with questions about your entry: big, small, or last-minute. Please share the details of your primary contact (the person who knows this entry best), along with a secondary contact in case the first person is unreachable.

2. Invoice Details

These are the details we will use to generate your invoice. Double-check everything here—Name, GST, Address, Spellings.

For further queries related to your Invoice, please email us at awards@goodadsmatter.com, and our team will get in touch with you.

3. Payment

Once you have completed your submission, reviewed all details, and are fully satisfied with your entry, kindly select the mode of payment you would like to proceed with after Check-out.

We offer two payment options: UPI and Bank Transfer.

a. UPI Payment
If you choose to pay via UPI, you will be prompted to enter your UPI details and complete the payment instantly via Razorpay. Once the payment is successful, you will receive a confirmation email along with a payment summary.

b. Bank Transfer
If you select Bank Transfer, you will be required to pay the full amount for all entries included in your order. You will be redirected to a page displaying the bank details required to complete the transfer.

Please note:
- Your entry submission will be considered confirmed only after the payment has been successfully initiated and received.
- Please ensure you have read our rules and eligibility criteria before making your payment. You can find eligibility information in the Entry Kit or Entry Guidelines.
- After the entry has been made and the payment has been done, the entry will continue to be editable until the final deadline for submissions.

If, for some reason, you are struggling with the payment process, you can connect with us on +91 7738011153 or +91 75069 49210, and we will help you with the details.

HOW TO ENTER

Final Checks Before Making the Payment

Almost done! Before you submit, run through this quick checklist to make sure everything is in place:

1. Accuracy Matters

Ensure all details and attachments are correct—from entrant information to uploaded work.

Good Ads Matter cannot correct or take responsibility for errors made during submission. Incorrect entries may affect your entries adversely or lead to disqualification.

2. One Link = One Piece of Work

Your submission link must contain only one piece of work per entry.

3. Subtitles Are Compulsory

Submit your work in its original language—Hindi, English, or any other language is accepted.
If your work is not in English, it must include accurate English subtitles so our international jury can judge it fairly. Missing subtitles can significantly affect your score.

RECOGNITIONS

Shortlist

The shortlist recognises work that stands out for its merit, craft, and clarity of idea.
These entries represent the top tier of submissions and are acknowledged across all categories in the first round of judging.

The GAM Trophy

The Good Ads Matter Trophy does not exist without your reflection.

It is a masterfully designed relic in itself that was materialised with the sole purpose of honouring the artists behind the screen and their labour unseen.

At the crux of the Good Ads Matter Trophy lies the idea of "reflection"–symbolically and literally. The trophy is incomplete without your reflection falling on its surface, reminding you that there is no victory without you...

That you *are* the victory.

That you matter.

It is a quiet but irrefutable celebration of those who give an identity to generations and cultures without taking any spotlight for themselves—its form only revealing its full meaning when one stands before it.

The Good Ads Matter Metals are awarded as *Grand Prix*, *Gold, Silver,* and *Bronze* across each subcategory, recognising outstanding excellence in creative thinking, execution, and impact.

CATEGORIES
FILM CRAFT

DIRECTION
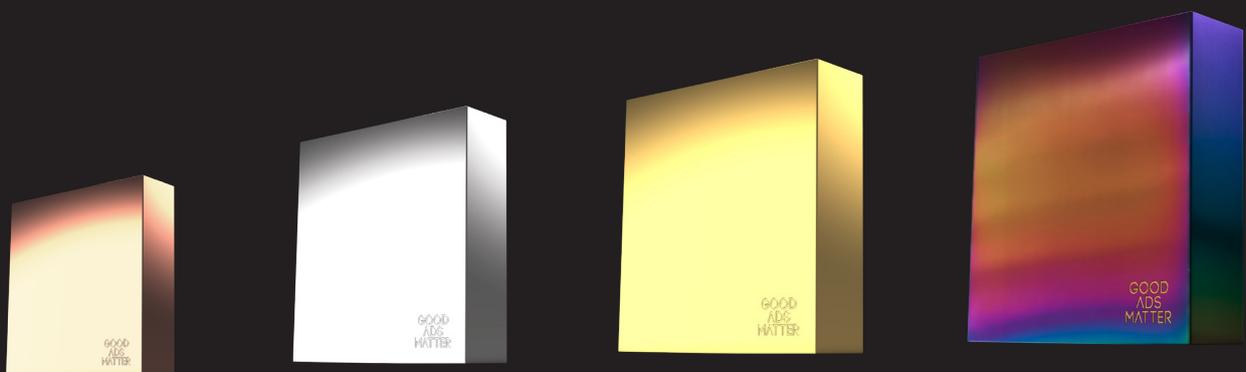
This category honours the Director's creative excellence and vision that brings an idea to life.

Note that judges will prioritise craft over idea in this category.

Each subcategory will award a Gold, Silver and Bronze. There may be multiple winners/no winner in a category depending on the Jury's scores.

Subcategory	Description
1001. Narrative	Refers to direction for film advertising exclusively in the genre of storytelling that is linear and plot-driven. The work must have been created for TV, cinema, online or digital platforms.
1002. Humour	Refers to direction for film advertising exclusively in the genre of humour. The judging will be based more heavily on humour, delivery and performance. The work must have been created for TV, cinema, online or digital platforms.
1003. Montage	Recognises the form of storytelling that involves a non-linear, idea-driven narrative and rhythmic progression. The categories include but are not limited to automotive, fashion and beauty, sports and fitness, etc.. The work must have been created for TV, cinema, online or digital platforms.
1004. PSA Advertising	Public Service Announcement advertising that aims to inform, educate, or raise awareness about important social, health, or safety issues. It may or may not include work for government initiatives, public awareness campaigns, NGOs, military efforts, charities, and other non-profit organisations.
1005. Animation & CGI-Integrated Advertising	Recognises direction for film advertising that is either wholly animated and/or CGI-generated, or has certain elements of animation and/or CGI-integrated along the length of the entire film.
1006. Best Campaign of the Year - Direction	Celebrates the best campaign of the year in direction, comprising multiple commercials. Entrants can enter multiple entries from the same campaign together, in this subcategory. You must submit more than 1 and less than 5 pieces of work. *Note: The winning campaign will be counted as a single win. For the 'Best Production Company/Agency of the Year' category, scores will be calculated based on this single win, rather than multiple films within the campaign.*
1007. Young Director of the Year - Commercial / Music Video (Under 30)	Recognises direction for film advertising that is either wholly animated and/or CGI-generated, or has certain elements of animation and/or CGI-integrated along the length of the entire film.

film craft

CINEMATOGRAPHY

This category honours creative excellence in moving images. The artistic style, lighting and composition play a key role here.

Note that judges will prioritise craft over idea in this category.

Each subcategory will award a Gold, Silver and Bronze. There may be multiple winners/no winner in a category depending on the Jury's scores.

Subcategory	Description
1008. Narrative	Refers to cinematography for film advertising exclusively in the genre of storytelling that is linear and plot-driven. The work must have been created for TV, cinema, online or digital platforms.
1009. Montage	Recognises the form of storytelling that involves a non-linear, idea-driven narrative and rhythmic progression. The categories include but are not limited to automotive, fashion and beauty, sports and fitness, etc.. The work must have been created for TV, cinema, online or digital platforms.
1010. Young Cinematographer of the Year - Commercial / Music Video (Under 30)	Celebrates the best breakthrough Cinematographer, of either a commercial or a music video. The entrant's date of birth must be on or after January 01, 1995.

film craft

MUSIC & SOUND DESIGN

This category honours the creative use of music and sound design in film advertising.

Note that judges will prioritise craft over idea in this category.

Each subcategory will award a Gold, Silver and Bronze. There may be multiple winners/no winner in a category depending on the Jury's scores.

Subcategory	Description
1011. Original Music Composition	Refers to original music that has been composed specifically for the submitted piece of work. The work will be judged on the artistic sensibility of the track itself and how it contributes to the impact of the entry.
1012. Existing/Adapted Music	Pertains to the selection of already existing music. The track may be used as it is or be adapted, remixed or reworked upon. The work will be judged on how well the track fits the narrative and script, and contributes to the success of the piece of work.
1013. Best Lyrics	Celebrates the writing of original lyrics in music for film advertising. The lyrics will be judged on how well the words and rhythm are combined to produce jingles, songs and lyrical content.
1014. Sound Design	Refers to sound engineering that is created for film advertising. It includes technical excellence in recording, mixing and engineering the sound as well as additional sound effects. The work will be judged on both, the sound as well as how well it integrates with the story and edit to heighten the overall impact.
1015. Young Music Composer of the Year - Commercial / Music Video (Under 30)	Celebrates the best breakthrough Music Composer, of either a commercial or a music video. The entrant's date of birth must be on or after January 01, 1995.

film craft

PRODUCTION DESIGN

This category honours the craft of visual storytelling through exceptional production design and art direction.

It includes the visual artistry and design that shapes the aesthetic and atmosphere of a project. It encompasses set design, location builds, props, lighting, and styling, as well as the overall visual direction and style of the campaign.

Note that judges will prioritise craft over idea in this category.

Each subcategory will award a Gold, Silver and Bronze. There may be multiple winners/no winner in a category depending on the Jury's scores.

Subcategory	Description
1016. Best Production Design	Refers to production design/art direction orchestrated for film advertising made for TV, cinema, online or digital release.
1017. Creative Use of Budget	Recognises production design/art direction for film advertising where a creative idea is brought to life and that results in exceptional output, all set by a relatively low budget. The work submitted may be pro bono, or done for charity/government/non-profit organisations. Note that you will be required to state the production budget along with a breakdown of the total expenditure, and justify why you consider the submission to be a fit for this category.

film craft

CASTING & PERFORMANCE

This category honours the excellence of casting for film advertising, which plays an undeniable role in communicating the idea and message.

The category includes but is not limited to the pre-production selection of actors, represented or unrepresented talent, influencers, as well as non-professionals and street casting for commercial and advertising projects.

Note that judges will prioritise craft over idea in this category.

Each subcategory will award a Gold, Silver and Bronze. There may be multiple winners/no winner in a category depending on the Jury's scores.

Subcategory	Description
1018. Best Casting	Refers to casting of professional or non-professional individuals for the purpose of film advertising, by casting companies/individuals.
1019. Best Performance - Male	Pertains to exceptional talent in on-screen performances by male talent. There is no age restriction.
1020. Best Performance - Female	Pertains to exceptional talent in on-screen performances by female talent. There is no age restriction.
1021. Best Performance - LGBTQIA+	Pertains to exceptional talent in on-screen performances by talent who prefer other genders/pronouns. There is no age restriction.
1022. Best Voice-over	Refers to the craft of voice work. It includes voice performances that play a pivotal role in effective communication of the campaign's message.

film craft

EDITING & COLOUR GRADING

This category recognises the technical expertise and creative artistry involved in editing and colour grading for commercial projects.

It evaluates all aspects of the edit, including timing, pacing, visual and dialogue dynamics, sound integration, colour correction and overall storytelling that elevate the visual impact of the film.

Note that judges will prioritise craft over idea in this category.

Note: For the colour grading subcategory, it is highly recommended that you share a 'Before-After' clip of the main film, so the Jury can better judge your craft and expertise.

Each subcategory will award a Gold, Silver and Bronze. There may be multiple winners/no winner in a category depending on the Jury's scores.

Subcategory	Description
1023. Editing - Narrative	Refers to editing done for film which follows the genre of storytelling that is linear and plot-driven. The work will be judged on technical editing and how it contributes to the impact of the script and overall brief. The work must have been created for TV, cinema, online or digital platforms.
1024. Editing - Humour	Refers to editing done for film advertising the narrative of which follows the genre of humour only. The work will be judged on technical editing and how it contributes to the impact of the script and overall brief. The work must have been created for TV, cinema, online or digital platforms.
1025. Editing - Montage	Recognises the form of storytelling that involves a non-linear, idea-driven narrative and rhythmic progression. It includes but is not restricted to montage and action films for automotive, fashion and beauty, and sports and fitness commercials. The work must have been created for TV, cinema, online or digital platforms.
1026. Young Editor of the Year - Commercial / Music Video (Under 30)	Celebrates the best breakthrough Editor, of either a commercial or a music video. The entrant's date of birth must be on or after January 01, 1995.
1027. Colour Grading - Best Colour Grading	It refers to both technical and artistic enhancements, highlighting how the grading harmonises with lighting, production design, and direction to shape the mood, tone, and overall interpretation of the final footage. The submitted work must only have been published for TV, cinema, online or digital platforms. Note: It is highly recommended that you share a 'Before-After' clip of the main film, so the Jury can better judge your craft and expertise.

film craft

VFX & ANIMATION

This category celebrates the creative use of, and technical brilliance in VFX and Animation in film and advertising.

VFX encompasses the enhancement or alteration of images, film, or text using digital, practical, or in-camera techniques. For live performance work to qualify, it must incorporate Visual Effects.

Animation involves frame-by-frame manipulation of images, figures, or text to create dynamic visual storytelling. For live performance work to qualify, it must incorporate animation.

Note that the hury will prioritise craft over idea in this category.

Each subcategory will award a Gold, Silver and Bronze. There may be multiple winners/no winner in a category depending on the Jury's scores.

Subcategory	Description
1028. Visual Effects - CG/CGI	Refers to visual effects in film advertising that are designed and generated using computer software, including those rendered in real-time.
1029. Visual Effects - Compositing	Refers to the blending of two or more visual elements from different sources, seamlessly merged into a single frame.
1030. Visual Effects - Use of Emerging Technology	Recognises visual effects created using immersive technologies to enhance reality and transform how brands facilitate interactions between the real and virtual worlds, including between people and avatars. This includes techniques such as neural rendering, deepfakes, and the use of VR, AR and MR tools.
1031. Animation - Best Animation Film	Refers to animation in film advertising. It includes 2D and 3D animation, traditional animation, mixed media, characters and creatures, motion design and/or the use of emerging technology. The judging will focus on the sensibility and execution of animation and how it contributes to the overall brief and narrative.
1032. Animation - Mixed Media (2D, 3D & Motion Graphics)	Refers to the use and incorporation of mixed media animation techniques in film advertising. The work will be judged primarily on the element of animation.
1033. Animation - Motion Design	Refers to artistic animation that creates motion for 2D and 3D components, such as illustrations or text. This includes animated typography as well as photorealistic lighting, textures and rendering.

film craft

ARTIFICIAL INTELLIGENCE

This category celebrates excellent creativity and technical use of Artificial Intelligence in film and advertising, as well as the use of Artificial Intelligence in non-commercial work. `new`

Note: The subcategory of Artificial intelligence (AI) category recognises the innovative application of artificial intelligence in commercial as well as non-commercial craft and communication.

Each subcategory will award a Gold, Silver and Bronze. There may be multiple winners/no winner in a category depending on the Jury's scores.

Subcategory	Description
1034. Best AI Commercial	Refers to the incorporation of artificial intelligence in advertising. The work must be either wholly or majorly generated by AI tools. The judging will lay emphasis on how effectively AI has been used to elevate the creative idea and deliver impactful results. The submitted work may be a video, image or gif.
1035. AI-integrated Live Action Film	Recognises live-action films where artificial intelligence is seamlessly integrated into the filmmaking process. Entries should demonstrate how AI has been used to enhance visuals, environments, or post-production—working in harmony with live action to elevate storytelling, craft, and cinematic impact.
1036. Best Visuals	Refers to the creative use of Artificial Intelligence in creating compelling visuals. The use of AI must contibute visually in elevating the purpose of the commercial film. The submitted work may be a video, image or gif.
1037. Best Non-commercial AI Film	Refers to the incorporation of artificial intelligence in non-commercial or personal work (audio-visual). The work must be either wholly or majorly generated by AI tools. The submitted work may be a video, image or gif.

Note: This category can include any personal showcase of creative AI work, music videos, etc. |

COSTUME, HAIR & MAKEUP

This category honours the creative vision and craftsmanship of costume designers, stylists and make-up artists in advertising and film.

It recognises the ability to design and curate wardrobe choices that not only align with the creative brief but also enhance the character sketch, narrative, and the overall visual identity of the work.

Each subcategory will award a Gold, Silver and Bronze. There may be multiple winners/no winner in a category depending on the Jury's scores.

Subcategory	Description
1038. Costume & Styling	Pertains to the costume designing and styling in film advertising. Work will be judged on how effectively the costumes and styling contribute to storytelling, evoke emotion, and elevate the aesthetic appeal of the final output.
1039. Hair Styling	Refers to craft of hair styling for film advertising. The work must effectively complement the narrative, elevate the visual impact, and support the creative vision of the project.
1040. Make-up	Refers to the skill of make-up for film advertising. The work must effectively complement the narrative, elevate the visual impact, and support the creative vision of the project.

film craft

CATEGORIES
CREATIVE

FILM

The Film Category honours creative ideas brought to life through moving images.

Entries should showcase exceptional creativity and communication crafted for screens, including content created for TV and cinema (except the first two categories, that explicitly specify the platform).

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins will be based on the jury scores.

Subcategory	Description
1041. Best Ad (TV/Cinema)	Honours exceptional pieces of work created during the year, specifically for television or cinema.
1042. Best Ad (Online)	Honours exceptional pieces of work created during the year, specifically for digital platforms.
1043. Humour	Refers to films that use comedy effectively to engage audiences. Entries should demonstrate how humour enhances storytelling, connects with viewers, and delivers the brand's message.
1044. Regional	Refers to pieces of work designed for regional audiences, reflecting cultural nuances and local relevance. Entries should highlight how these elements make the campaign impactful and relatable.
1045. Health & Pharma *new*	Recognises pieces of work that revolve around topics of health, pharma and wellbeing. The entries should highlight how the campaign communicates the idea, raises awareness and communicates the brand message.
1046. Sports (including E-sports)	Recognises ads that revolve around sports leagues, tournaments, athletes, or sporting events, including e-sports. Entries should highlight how the campaign leverages the passion and excitement of sports to deliver the brand's message.
1047. Technology & Innovation	Refers to creative use of technology or innovative techniques in storytelling that add to the brand message and enhance audience experience.

creative

FILM

The Film Category honours creative ideas brought to life through moving images.

Entries should showcase exceptional creativity and communication crafted for screens, including content created for TV and cinema (except the first two categories, that explicitly specify the platform).

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins will be based on the jury scores.

Subcategory	Description
1048. Use of AI new	Recognises the thoughtful and innovative use of artificial intelligence in film advertising. Entries should demonstrate how AI has been employed to enhance ideation, strategy and storytelling—serving the concept and elevating the final film.
1049. Festive Advertising	Recognises ads that creatively capture the spirit of festivals or special occasions. Entries should showcase how the brand connects with its audiences during these celebratory times.
1050. Promo for Feature Film, Web Series & Sports new	Recognises promotional films created to market feature films, web series, or sports events. Entries should demonstrate how creative storytelling and craft are used to build anticipation, engage audiences, and effectively promote the property across platforms.
1051. Best Campaign of the Year - Film	Celebrates the best campaign of the year in film, comprising multiple commercials. Entrants can enter multiple entries from the same campaign together, in this subcategory. You must submit more than 1 and less than 5 pieces of work. Note: The winning campaign will be counted as a single win. For the 'Best Production Company/Agency of the Year' category, scores will be calculated based on this single win, rather than multiple films within the campaign.

creative

WRITING FOR ADVERTISING

This category celebrates the craft of writing as a cornerstone of effective marketing communication.

Film scripts, dialogue, voice-overs and visible copy within the work are analysed for their contribution to the creative idea and overall execution.

Note that judges will prioritise idea and craft in this category.

Each subcategory will award a Gold, Silver and Bronze. There may be multiple winners/no winner in a category depending on the Jury's scores.

Subcategory	Description
1052. Writing for Advertising - Hindi	Refers to film scripts, dialogues, voice-overs and visible copies written in Hindi.
1053. Writing for Advertising - English	Refers to film scripts, dialogues, voice-overs and visible copies written in English.
1054. Long Form (180 Seconds & Above)	Refers to scripts and dialogues for film advertising that is either 180 seconds long or above. The work may be written in English or Hindi.
1055. Best Use of Humour	Refers to scripts and dialogues for film advertising that caters solely to the genre of humour. The work, which may be submitted in either English or Hindi, will be judged on the basis of wit and how well it connects with the overall brief.
1056. Regional	Refers to scripts and dialogues for regional film advertising only, with no restriction on length or genre. Additionally, the work may or may not be done for charity/government/non-profit organisations.
1057. Writing for AI Advertisement new	Refers to film scripts, dialogues, voice-overs and visible copies written in any language (English, Hindi, Regional) for an AI advertisement. Note: The writing must not be a prompt, and rather be written by an individual for an AI-centric film.
1058. Best Campaign of the Year - Writing for Advertising new	Celebrates the best campaign of the year in writing, comprising multiple commercials. Entrants can enter multiple entries from the same campaign together, in this subcategory. You must submit more than 1 and less than 5 pieces of work. Note: The winning campaign will be counted as a single win. For the 'Best Production Company/Agency of the Year' category, scores will be calculated based on this single win, rather than multiple films within the campaign.
1059. Young Writer of the Year - Commercial / Music Video (Under 30)	Celebrates the best breakthrough Writer, of either a commercial or a music video. The entrant's date of birth must be on or after January 01, 1995.

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FILMS FOR GOOD

Entries should showcase cause-driven films that voice their stance unapologetically. It includes but is not limited to Educational, environmental and socio-economic topics. The submitted work may or may not be pro bono.

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins will be based on the jury scores.

Subcategory	Description
1060. Corporate Purpose & Social Responsibility	Purpose-led pieces of work or brand activism addressing social, ethical, or environmental challenges. Entries should demonstrate how the brand's mission has added value and positively impacted communities by linking customers to culture.
1061. Social Behaviour	The entries should showcase recognisable social behaviors in specific audiences or communities—be it cultural habits, everyday rituals, or behavioural patterns—such as attitudes towards money, family dynamics, technology use, health, gender roles, gender diversity & inclusion, social norms, etc. The work must highlight how understanding consumer behaviour can forge a strong connection between the audience and the brand.
1062. PSA Advertising	Public Service Announcement advertising that aims to inform, educate, or raise awareness about important social, health, or safety issues. It may or may not include work for government initiatives, public awareness campaigns, NGOs, military efforts, charities, and other non-profit organisations.

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CULTURE & COLLABORATION

This category highlights the power of collaborations, audience participation and cultural understanding and significance in creating resounding pieces of work.

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins will be based on the jury scores.

Subcategory	Description
1063. GenZ Culture Code	Pertains to pieces of work that understand the pulse of the GenZ mindset, and incorporate the right use of trends, memes and digital-first storytelling to resonate with them.
1064. Best Use of Celebrity	Recognises pieces of work that effectively leverage celebrity endorsement and demonstrate how the celebrity's influence, persona, or popularity enhanced the campaign's impact, aligned with the brand's objectives, and resonated with the target audience.
1065. Best Use of Influencer	Celebrates pieces of work that strategically utilise influencers to amplify brand visibility and engage audiences. Entries should demonstrate how the influencer's reach is leveraged to deliver the brand's message.
1066. Best Use of User-Generated Content	Refers to social pieces of work across mediums that are strategically designed to engage the audience with the campaign, by asking them to contribute or participate.
1067. Branded Content	Refers to marketing/brand communication in the form of films, collaborations or advertisements on digital platforms and social media platforms. Branded content is not a direct, outright commercial but a subtler way of selling to the audience.

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PRESS & OUTDOOR

This category honours creative excellence in print and out-of-home advertising.

Entries should highlight innovative ideas that captivate audiences—whether by utilising public spaces to create impactful brand experiences or by demonstrating exceptional craftsmanship in published materials, including books, magazines, covers, or out-of-home channels.

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins will be based on the jury scores.

Subcategory	Description
1068. Press Advertising	Advertisements published in magazines, newspapers, and other print publications.
1069. Outdoor Advertising	Poster advertisements displayed in open spaces or pre-existing sites. This includes platforms such as digital billboards, adshels, and unconventional locations like vehicles, buildings, and point-of-sale.
1070. Topical Advertising	Advertisements across all or any of the print or OOH mediums that capitalise on a current news story or event to maximise brand visibility and engagement.
1071. Use of Humour in Advertising	Advertisements that utilise humour to enhance the message or drive the narrative across all or any of the print of OOH mediums.
1072. Use of AI	This category recognises the innovative application of artificial intelligence in advertising across all or any of the print or OOH mediums.
1073. Innovation	Entries that showcase groundbreaking and innovative use of advertising across all or any of the print of OOH mediums, transforming how brands communicate with audiences through these channels.
1074. Ambient & Point of Purchase	Advertising displayed at the point of purchase or examples of out-of-home ads that create a unique and engaging consumer experience.
1075. Best Writing	Recognises exceptional writing in print, press and outdoor advertising that stands out for its creativity, clarity, and impact. This includes compelling headlines, clever copy, and narratives that effectively convey the brand's message and engage the audience.

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PRESS & OUTDOOR

This category honours creative excellence in print and out-of-home advertising.

Entries should highlight innovative ideas that captivate audiences—whether by utilising public spaces to create impactful brand experiences or by demonstrating exceptional craftsmanship in published materials, including books, magazines, covers, or out-of-home channels.

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins will be based on the jury scores.

Subcategory	Description
1076. Best Art Direction new	Recognises outstanding visual craft and aesthetic judgement in press and out-of-home advertising that demonstrate a strong and distinctive visual language—through layout, typography, colour, composition, illustration, photography, or overall design system—that elevates the core idea and enhances communication.
1077. Social Impact	Advertising that uses print, press or outdoor mediums to raise awareness, inspire action, or create a positive social change. Entries should demonstrate how the campaign has influenced communities or driven social good through impactful messaging.

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DIGITAL

This category honours creative excellence in digital advertising and experiences. `new`

Entries should showcase innovative ideas that leverage the power of digital platforms to engage, influence, or immerse audiences—whether through interactive experiences, social media campaigns , digital films or any form of digitally-led storytelling.

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins will be based on the jury scores.

Subcategory	Description
1078. Best Social Media Campaign	Honours the most creative, culturally aware, and platform-native work created for social media. Winners demonstrate a deep understanding of audience behaviour and the nuances of each platform—using format, tone, and platform insight to draw attention.
1079. Topical Advertising	Recognises ideas for digital platforms that respond to cultural, newsworthy, or real-time moments with agility and imagination. This category celebrates work that captures the zeitgeist—showing quick wit, contextual intelligence, and creative flair to become part of the moment rather than merely reacting to it.
1080. Best Use of Innovative Technology (AR / VR / Mixed Reality)	Refers to campaigns for digital platforms that use augmented, virtual, or mixed reality to create meaningful experiences—blending technology and creativity to offer new ways of seeing, feeling, or engaging with a brand.
1081. Best Use of AI	Celebrates ideas for digital platforms that apply artificial intelligence in smart, responsible, and creatively powerful ways. From generative content and adaptive storytelling to predictive experiences and automated personalisation, winning work shows how AI can enhance creativity, not replace it.
1082. Use of Data & Personalisation	Celebrates campaigns for digital platforms that responsibly and creatively use insights, signals, and behavioural understanding to deliver tailored experiences—proving that when personalisation meets imagination, relevance becomes a powerful creative tool.
1083. Best Campaign for a Product/ Service Launch/Relaunch	Honours digital-first launches and relaunches that create anticipation, excitement, and cultural momentum. Winning work blends smart strategy with standout creativity—building awareness, shaping perception, and driving adoption
1084. Vertical Film	Pertains to creativity in the vertical format (9:16), designed for mobile-first platforms like Reels, YouTube Shorts, etc.. Entries should demonstrate how the format was utilised effectively to engage viewers.

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INTEGRATED

This category honours creative ideas that are seamlessly brought to life across multiple mediums (at least 3) and touchpoints. **new**

Entries should demonstrate how a single, powerful idea has been thoughtfully adapted and orchestrated across mediums (at least 3)—such as film, digital, social, press, outdoor, audio, experiential, or on-ground activations—to deliver a cohesive and amplified brand narrative.

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins

Subcategory	Description
1085. Best Integrated Campaign of the Year	Celebrates the best campaign of the year released across multiple mediums (at least 3) and touchpoints, comprising multiple commercials. Entrants can enter multiple entries from the same campaign together, in this subcategory. You must submit more than 1 and less than 5 pieces of work. Note A: The submitted pieces of work may be done as promotional content for a feature film, web series, or the like. Note B: The winning campaign will be counted as a single win. For the 'Best Production Company/Agency of the Year' category, scores will be calculated based on this single win, rather than multiple films within the campaign.

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AUDIO & RADIO

This category honours audio communication used to convey the brand message effectively—on radio, podcast or audio streaming platforms.

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins will be based on the jury scores.

Subcategory	Description
1086. 30 Seconds & Under	Pieces of work that are 30 seconds or shorter in duration, broadcasted through radio, online platforms, or out-of-home media. This includes placements on internet radio, streaming services, audiobooks, and podcasts.
1087. 31 Seconds & Over	Pieces of work that are within 31 to 120 seconds in length, broadcast via radio, online platforms, or out-of-home media. This also covers placements on internet radio, streaming services, audiobooks, and podcasts.
1088. Innovative Use of Audio & Radio Advertising	Audio advertising that redefines the medium by introducing new storytelling techniques, ideas, or technologies. This could include pieces of work designed for new technology platforms / virtual experiences.
1089. PSA Advertising	Public Service Announcement advertising that aims to inform, educate, or raise awareness about important social, health, or safety issues through audio platforms. The focus is on promoting a positive social impact and engaging the audience in meaningful ways.
1090. Best Writing	Celebrates the skill of transforming a brand idea or message into a compelling audio experience through creative scriptwriting. This category acknowledges how the script enhances the listener's experience while adhering to the brief and complying with regional regulations.

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B2B

This category celebrates outstanding creativity in business-to-business (B2B) marketing.

It honours campaigns, brand communications, and creative solutions that effectively engage professional audiences, drive business impact, and demonstrate innovative storytelling tailored for B2B brands.

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins will be based on the jury scores.

Subcategory	Description
1091. Film	Refers to pieces of work for B2B brands across mediums, that communicate the corporate mission and vision of the brand. This subcategory also includes corporate films and purpose-driven films.
1092. Press	Pieces of work for B2B brands that are published in newspapers, magazines or other printed material.
1093. Outdoor	Pieces of work for B2B brands that are released on traditional or non-traditional out-of-home platforms.
1094. Use of AI	Pieces of work for B2B brands that are either wholly conceptualised and executed with the use of Artificial Intelligence or integrate AI in an adequate capacity.
1095. Innovation	Pieces of work for B2B brands that are innovative, groundbreaking and that push boundaries of conventional advertising.
1096. Best Writing	Pieces of work for B2B brands that showcase outstanding writing and language to communicate the campaign's message.
1097. Digital & Social Media	Pieces of work for B2B brands released particularly on digital or social media platforms. Entries should demonstrate how well the brand has leveraged the platform, creatively and strategically, to achieve their mission.
1098. Integrated Campaign	Pertains to pieces of work for B2B brands that are launched on two or more media platforms. Entries should demonstrate how well the brand adapts to different mediums to communicate their message effectively.

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STRATEGY

This category honours the creative thinking, insight, and strategic clarity that shape the foundation of effective advertising. `new`

Entries should highlight the strength of the underlying strategy—how a sharp insight, a clear problem definition, or a distinctive cultural or category understanding informed the creative idea. This includes the articulation of the challenge, the strategic approach, and how the chosen direction unlocked meaningful, resonant, and effective creative work.

Each subcategory will award a Gold, Silver and Bronze. Please note there may be some categories which would have multiple Gold, Silver and Bronze wins, or may not have all three metals awarded. The wins will be based on the jury scores.

Subcategory	Description
1099. Brand Strategy	Honours the strategic thinking that shapes a brand's long-term identity, meaning, and market presence. Winning work demonstrates clarity of purpose, cultural understanding, and sharp problem-solving—resulting in strategies that strengthen brand equity and create enduring impact.
1100. Creative Strategy	Recognises the insight, thinking, and direction that unlock powerful creative ideas. This category celebrates the strategic leap—where data, culture, and human truth converge to inspire work that is original, relevant, and effective.
1101. Content Strategy	Rewards strategic approaches to storytelling across formats and platforms. From long-form narratives to always-on content ecosystems, the winning work demonstrates intentionality—ensuring every piece of content has a role, a purpose, and a measurable impact.
1102. Social Strategy	Refers to strategies that harness the unique behaviours, cultures, and rhythms of social platforms—using insight-led thinking to shape narratives, spark participation, and build authentic social relevance.
1103. E-commerce / Performance Strategy	Honours digital campaigns that transform creativity into commercial results. This includes performance-led ideas, creative commerce, and smart social media executions that drive measurable growth across e-commerce and digital retail environments.
1104. Breakthrough on a Budget	Celebrates strategic ingenuity that achieves larger impact with limited resources. Winners demonstrate how constraint can fuel creativity—delivering smart, efficient, and high-impact ideas that punch above their weight without compromising on craft or ambition.
1105. Challenger Brand	Recognises strategic thinking that helps challenger brands disrupt the status quo. This includes bold positioning, unconventional thinking, and nord-defying strategies that enable smaller, newer, or underdog brands to compete.

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GET IN TOUCH

Have questions about entering the Awards?

Our team is here to assist you. Feel free to reach out at the below mentioned contact details.

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