



**commu**ard  
Excellence in Creative Communication

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An Initiative of  
**Bangladesh  
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*Inspiring Brands in Bangladesh*

## “Never Stop Testing, and Your Advertising Will Never Stop Improving.” - David Ogilvy

David Ogilvy, the father of advertising, paved his way to greatness through constantly testing ideas and bringing out the best creative ideas into reality. You go out of or all around the box, but keep on testing with new ideas and concepts. And the professionals in the creative arena are working toward excellence in commercial communication and create an impact on the business of their clients.

COMMWARD: Excellence in Creative Communication is stepping into its seventh year and, with this view, is taking a bold turn: Emphasizing on creativity only. This year three new categories - PR, Best Campaign by New Agency & Best Use of Idea have been added to COMMWARD 2017.

COMMWARD is revamped into the following 5 clusters coming to its 7th edition:

### The Classics

The cradle of Advertisement, the classic media never lost its appeal over the generations; they have only transformed their contents to meet the changing mindset of the audience. In this age of rapid digitalization, they have become more a part of an integral communication system. The categories in this cluster includes:

- Print
- TVC
- Outdoor
- Radio
- Activation

### The Cores

At the core of any advertisement are the functions of planning, designing & coordinating the various creative components. The final output is the result of the combination of the cores. The stronger the core functions, the more effective the creative output. Hence, the categories in this cluster includes:

- Music / Jingle
- Art Direction
- Copy Writing
- Direction of TVC/ Video

### The Alternatives

Some communications are very specialized in their content due to the significantly different contextual factors which determine what & how to communicate. These specialized advertisements require different considerations too in evaluation. Therefore, we have this special cluster of the following categories:

- Rural Marketing
- Packaging
- PR

### The Supremes

The supremes are the synergy of combining various media, each of which complements & strengthens the other to multiply the overall impact of the campaign. Hence, the integrated campaigns drive significant change in the consumer behavior. The categories are:

- Integrated Campaign

### Special Category

The special category comprises of innovative campaigns in any media which has addressed, challenged or tried to bring about change or solution to any social problem or burning issues. Also new categories have been added to the cluster to inspire the industry by inspiring the new agencies and effective use of the “Power of Idea”.

- Social Campaign
- Campaign for Women
- Best Campaign by New Agency
- Best Use of Idea

## Details of New Categories

### PR

The award will celebrate the creative works which successfully build trust and cultivates relationships with credible third-parties, utilising mainly earned-media tactics or channels to influence public dialogue and ultimately change perceptions and behaviours in ways that protect and enhance the reputation and business of an organisation or brand with its target audiences.

A number of criteria will be considered during judging and weighted as follows: Idea (20% ), Execution (50% ) & Results (30%).

### Best Campaign by New Agency

The award will be given to recognize and inspire the new agencies for outstanding works. The agencies have to be at least 2 and not more than 3 years in operation in any commercial communication field (Creative/ Digital/ Media/ PR/ Production Houses). They will submit their creative works executed within the eligible timeline (January 1 - December 31, 2016) as Nomination.

### Best Use of Idea

This category will celebrate the Power of Idea in creative communication. The submitted campaign needs to demonstrate an innovative idea.

The campaigns under the category will be evaluated based on Idea (70%) & Execution (30%) only.

## Time Line

Call for Nomination (COMMWARD 2017)	June 19, 2017
Call for Participation (Young Lions)	June 20
COMMWARD Nomination Deadline	July 17
Young Lions Participation Deadline	July 18
Young Lions Competition	July 22
COMMWARD Nomination Shortlisting	July 23 & 24
Jury Session	July 27, 28 & 29
Call for Registration: Communication Summit 2017	August 01
Registration Deadline	August 16
Communication Summit & COMMWARD 2017	August 19, 2017 (Saturday)

# Nomination Rules & Submission Guidelines

1. Each participating agency/ company can nominate as many entries in as many categories as they would like.
2. Each entry/ campaign can be nominated in more than one category; in which case the same campaign in an additional category will be treated as an additional entry and charged accordingly.
3. All entries for COMMWARD 2017 must be submitted using the attached Nomination Form with complete, updated and true information.
4. Each entry must be submitted in the following manner (as applicable):
  - No need to share any hard-copy as document unless required or asked for.
  - Each entry must be submitted using a single DVD containing:
    - ◆ Campaign story (in word.doc) using the nomination form.
    - ◆ Supporting print image in .png, or .jpeg format with a maximum size of 15 MB.
    - ◆ High resolution audio-visual and digital content in .avi, .wmv, .mp4
    - ◆ In case of digital content, please share links of the original in the campaign story. For instance, if the entry is a website, the site address must be shared.
    - ◆ Each entry may be accompanied by a brief power-point presentation of the campaign.
    - ◆ An audio-visual on the campaign should be shared along with the required materials. A campaign AV helps the jury understand and evaluate the campaign better. AV recommended for the following categories: Activation, Rural Marketing, PR, Integrated Campaign, Social Campaign, Campaign for women, Best Campaign by New Agency
    - ◆ AVs should not be more than 3 minutes in duration.
  - Sample can be shared in case of nomination under Packaging category.
5. ONLY the campaigns launched and run during the period from January 1, 2016 to December 31, 2016 are eligible for COMMWARD 2017.
6. Agencies must confirm “no objection” from the concerned client for respective campaign before nomination.
7. Clients and agencies cannot nominate the same campaign in the same category. But may nominate the same campaign in different categories.
8. Once submitted, an entry cannot be withdrawn.
9. Please submit your entries by no later than 17 July, 2017 (Monday).
10. Submission Fee of BDT 12,000 + 15% VAT (for each entry) must be paid along with each entry with an A/C payee cheque in favor of “Brandzeal” to Bangladesh Brand Forum office.
11. Each entry will be evaluated by the judges on the following criteria: Idea (40%), Execution (40%) & Result (20%).
12. Decisions taken by the Jury Panels in the evaluation process will be regarded as final.
13. An entry may be disqualified by the COMMWARD authority if any of the above guidelines are not followed.

For any further query and submission detail please contact:

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