



AAAI Contest for 8th ADFEST Young Lotus Workshop

Here's a chance for young creative people (less than 30 years, born after 18th March 1982) with at least one year experience in the advertising, currently working in any AAAI Member Agencies, to win an exciting trip to the ADFEST in Pattaya, Thailand.

All they have to do is:

- a. Create a print ad on the theme "**Cyber Crime**".
(25 cm. height x 16 cm. width, in English)
- b. Create an online version (Internet banner of width 468 pixels, height 60 pixels) of the print ad keeping the concept and theme the same.
- c. Create a hoarding design.
- d. The message must appeal to masses.
- e. Put the online version on a CD in HTML format.
- f. Mount the print ad and the hoarding design on hardboard, with the team members' names, date of birth, name of the AAAI Member Agency they both are employed with, contact address and mobile, email Id and signatures on the reverse of the print ad.

More details here: <http://www.aaaindia.org>

Young Lotus Workshop and ADFEST 2012 in Pattaya, Thailand

The Asia Pacific Advertising Festival (ADFEST 2012) is scheduled to be held in March 2012 in Pattaya, Thailand.

The winning team of AAAI contest will be sent to attend the 8th Young Lotus Workshop during 15-17 March 2012, preceding ADFEST 2012, in Pattaya, Thailand. The Young Lotus Workshop, a two and a half day event, will create an environment that allows the participants to develop their skills and gives the opportunity to learn from award winning creative directors/gurus and compete with teams from other 17 Asian countries.

Following the Workshop, the team will attend as guests for 15th Asia Pacific Advertising Festival (ADFEST 2012) during 18-20 March 2012 in Pattaya.

An international panel of judges of the ADFEST will judge the work produced during Workshop, and the winners will be announced during the ADFEST event.

ADFEST organisers offer free registration for the Festival and free accommodation in Jomtien Palm Beach Hotel & Resort, Pattaya, Thailand, throughout the event. AAAI shall endeavour to provide air travel from India to Thailand and back.

The ADFEST organisers will provide basic printers and internet accessories. PARTICIPANTS WHO ATTEND THE WORKSHOP WILL HAVE TO CARRY THEIR LAPTOPS TO PATTAYA. More details of ADFEST here: <http://www.adfest.com>



Terms and Conditions of AAAI Contest for Young Lotus Workshop

1. Contest is open only to persons presently employed with an AAAI member agency.
2. Two members per team, one copywriter and one art director, each should not exceed 30 years of age (born after 18th March 1982).
3. Both team members should have minimum one year experience in the advertising, and familiar with Laptops, design creation packages, and possess English speaking skills.
4. Only one entry per team is allowed.
5. Entries must include all the three elements (print ad, web design and hoarding design), without which it will be considered invalid.
6. Participants must have a valid Indian passport not expiring before September 2012 and should undertake responsibility to get the relevant visas to travel to Thailand.
7. Along with the entry, submit photocopies of the first and last page of Passports of both the team members. The entry will be disqualified if submitted without Passport copies.
8. The decision of the jury is final and binding.
9. All entries received become the property of AAAI and can be used by AAAI for any purpose it may deem fit.
10. AAAI does not take responsibility for any entries lost, damaged or not received.
11. AAAI reserves the right to change any/all terms and conditions without prior notice.
12. Last date for receiving entries is 30th January 2012.

Send your entry by courier (not by email) to:

Advertising Agencies Association of India
35, Maker Tower "F", 3rd Floor
Cuffe Parade, Mumbai 400 005.

Tel.: 2218 2164 / 2218 7609

~*~*~*~