



ENTRY GUIDELINES

DEADLINES

Regular Entry:
Aug 1st 2019

Rush Entry:
Aug 9th 2019

Extended Exclusive:
NA

ENTER NOW

2019 ECHO ASIA ENTRY FEES

	Regular	Late	Extended Exclusive
Deadline	19 Jul	9 Aug	TBA
Singles	USD 555	USD 695	TBA
ECHO ASIA + INTERNATIONAL FREE	5, worth USD 2775	5, worth USD 3475	5, worth USD 3975
Save up to 65%. Check for additional local benefits & subsidies under the time limited High Five offer for DMA asia patrons & members.			

HIGH FIVE OFFER - For details contact Supriya@Dma.asia or call +918368816813

*Deadline dates are 6:00pm IST.

- The entry fee is determined by the date you submit your payment.
- All entries intended for judging **must be paid in full and submitted prior** to the entry deadline. ECHO Alliance Program participants must contact their local award program organiser for entry payment instructions.
- This includes online payments, wire transfers, and checks mailed to the DMAasia. All bank charges must be prepaid. Make sure the amount being transferred is in Invoice currency and covers the full amount of the entry fee(s) and local taxes.

DMA ASIA ECHO ENTRY PAYMENT

Payment may be made by:

- Cheque (It must be received by DMAasia prior to the deadline)
- Credit Card
- Wire Transfer

Please complete the appropriate information on the payment form. Check's must be submitted in nearest HDFC Bank, payable to the Direct Marketing Association India. **(Do not forget to send scan copy of deposit receipt to DMAasia secretary)**

All entries intended for judging must be paid in full and submitted prior to the 9th Aug deadline. **Entry fees are non-refundable.**

If you have any questions, please contact our Accounts Department at +91 8368817653. Please be sure to provide a photocopy of your bank wire transfer with entry/entrant ID to confirm full payment, via email to accounts@dma.asia and secretary@dma.asia or post to: **Direct Marketing Association India** (Attn. DMAasia Accounts Department)

Wire transfer payments should be sent directly to this bank: _____

Account Name:

Direct Marketing Association India.

Bank Name:

HDFC Bank Ltd.

Bank Address:

HDFC Bank, Prabhadevi Mumbai - 400025

Bank Account #: 00122000004687

IFSC Code: HDFC0000012

DMA HOUSE, 2nd Floor, F- 604, Sector - 7, Dwarka New Delhi - 110075 Ph. : +91 11 45532806

ENTRY FORM

The ECHO entry form is in 6 stages:

- 1.Entry Overview
- 2.The Team
- 3.Entry text
- 4.Supporting files and uploads
- 5.Preview Entry
6. Completion

- You can download a copy of the entry form and work offline [HERE](#).
- Agencies must not include the agency name in the entry text in stage 3 of the form, or in any file uploads submitted in stage 4.
- Clients entering their own work should add the client name in the field for "Agency Name" with the words "In-house" included. Example: "Client Name, In-house"
- Each category represents a separate entry and a separate entry cost. We advise that you duplicate an entry and amend the entry copy bespoke to each category when entering in more than one category.
- Use the tool tips – each entry question has a tooltip that will help you answer the questions appropriately.

FILE UPLOADS

In stage 4 of the entry form you can support your entry with links to websites, videos and file uploads.

- If you are uploading links to a video on youtube, vimeo or other video sharing platforms please ensure that your agency name is not visible on the account details. Please make sure that all files are accessible until December 2019.
- All entries must have a showcase image uploaded. This image will be used to represent the entry in any communications including show guide and AV at the ECHO Gala.
- We recommend you upload no more than 5 separate images with your entry (Rather than upload individual images judges will appreciate one PDF file with multiple images and narrative in one place.)
- Case study videos should be no more than 3 minutes in duration and we recommend no more than 2 minutes. If uploading multiple videos please label them clearly. eg casestudy.mp4 and adspot.mp4. Always ensure your agency name is NOT in the video or the file name.

PHYSICAL SAMPLES

All supporting material will be viewed by judges online. However, judges DO expect hard copy material if it was used in the campaign, such as direct mail or brochure examples. Please send all hard copy supporting material to:

**Meenu Singh, ECHO AWARDS SUBMISSION, DMAasia, DMA House, F-604, 2nd Floor,
Sector – 7, Dwarka, New Delhi - 110075, PH. : +91 11 4553 2806**

Please deliver before 4th Sept 2019. All material should be labeled with the reference number, category and campaign name. If entering multiple categories please send through examples for each category.

NOTE: Judges only review physical samples in round 2. Please also upload a PDF for judges in round 1.

ENTER NOW

Note : Payment id required to make final submission. If you have not made the payment [click here.](#)

2019 DMA ASIA ECHO JUDGING

The judging process mirrors the international judging. A screening round, a Round 1 where up to 200 Judges review the work across categories and the best performing entries move to Round 2. The second Round judges vote for the gold, silver, bronze or a leader.

Jury Presidents round. The top performing entries across each channel are presented to a group of upto 12 Jury Presidents, Jury Chair and Program chair to arrive at the Grand Prix within channels of entry and the best of show award across channels.

INTERNATIONAL JUDGING

ECHO Judging takes place over 2 rounds

International Screening Round : (For alliance partner entrants)

Entries from the alliance program 2019 DMA ASIA ECHO Awards will be judged by up to 50 judges that congregate from over 11 ASIAN Geographies. Judges mark entries that are eligible to progress to Round 1 of International.

International Round 1

Up to 200 judges are hand-picked from over 20 countries. Judges are allocated categories to review and are selected to ensure a balance of skills (creative, strategy, data, agency and client). Judges review entries per category online and score each entry 0-10 in the 3 criteria of strategy, creativity and results – with a total score of up to 30 points. The top performing entries proceed to round 2.

International Round 2

Up to 100 judges travel to New York to debate the shortlisted work. Judges review the work per category and vote to find a gold, silver and bronze in every category. While the debate is open, judges vote confidentially and winners are not announced until Gala night. Entries will still be reviewed online on iPads and a large screen. Physical samples are only available to judges in round 2.