

(THE ENTRY KIT)

Your year, **on the record.**

The inaugural Ad Tribe Awards - South recognises the agencies, the brands and the work of the six southern geographies, judged by a jury drawn from them. This is what entering gets you, and how to do it.



ENTRY KIT · 2026

What is in here.

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EARLY-BIRD ENTRY ENDS

23 October 2026

ENTRIES CLOSE

15 November 2026

AWARDS NIGHT

**Thursday 3 December
2026, Hyderabad**

Made here. Judged here. On the record, for good.

The South writes in a dozen languages, sells into markets that behave like nowhere else in the country, and makes a great deal of work that is understood best by the people it was made for.

This edition is built around that. The jury is drawn from the industry across the six geographies. The categories include the things this market actually produces, from regional language work to campaigns made on budgets that would not cover a national launch. The criteria are published before judging opens, and every result is published afterwards with the agency and the brand named together.

An award here is a verdict from your own industry, in public, on the record, and searchable long after the evening is over.

A room full of people
who already know
why it was hard.

54

Categories

Across work and campaigns, agencies, and brands.

06

Geographies

Andhra Pradesh, Karnataka, Kerala, Tamil Nadu,
Telangana and Puducherry.

01

Jury

Drawn from the industry here, scoring independently
before anyone deliberates.

CRITERIA PUBLISHED BEFORE JUDGING OPENS

FOR AGENCY OWNERS

What a result is worth after the night

An award is evidence. Here is where that evidence does work for you.

VERIFIABLE**In a pitch**

An independent verdict is something a prospect can verify for themselves, against criteria that were published before any juror read the entry. It is a different kind of claim from one you make about your own work.

SHARED CREDIT**When your client defends a budget**

Every result names the brand beside the agency. Your client's marketing lead can carry it into their own budget conversation, and that conversation is where next year's scope is decided.

RECRUITMENT**When someone good is choosing**

People join agencies whose work they have seen. A public, searchable result is something you can point at for years, without asking anyone for a favour.

BEFORE THE RESULT**In the writing itself**

A few hundred words against a word limit, with results labelled as sourced, measured or claimed, forces a clarity that is useful to a team whatever the jury decides.

Every result is published with the agency and the brand named together, and stays searchable.

FOR BRAND AND MARKETING TEAMS



Twenty categories entered by the brand

Twenty of the fifty-four are entered by the marketing team and judged on its own year, not on a single campaign.

THE WHOLE YEAR

Judged on your practice

What you built, the business underneath it, how the team is run, and what changed because of it. The questions ask about a year of marketing.

THIRD PARTY

Evidence that travels upstairs

An independent verdict is a different object from an internal deck. It is something a CEO or a board can check without taking marketing's word for it.

RETENTION

Something for the team

Recognition that names the team is one of the few things a marketing lead can offer that costs nothing and lasts.

Brand entries are judged on the marketing team's own year, against criteria written for it.

HOW IT IS JUDGED



Scored alone, then deliberated

The order is the safeguard. A juror who has heard the room before recording their own view is no longer an independent opinion.

STEP ONE**Screened first**

Administrators check eligibility, completeness and category fit before any juror sees an entry. It is a rules check, never a judgement on the work.

STEP TWO**Scored independently**

Each assigned juror scores alone against the published weights for that category, and records a comment for any low score. At least three jurors per entry, five for the major categories.

STEP THREE**Deliberated openly**

Once the independent round closes, the panel sees the full distribution rather than only an average, and decides what, if anything, the category awards.

A score qualifies an entry for consideration. The panel awards.

THE STANDARDS



What we hold to

An award is worth winning when it could have been withheld. These are published before judging opens, and they bind the edition.

Judged by practitioners alone

Every entry is scored independently by working professionals before any discussion takes place. There is no public voting.

The fee is invisible to the jury

No juror can see what an entrant was charged, whether they have paid, or any partnership they hold. That data does not exist inside the jury workspace.

Partners sit outside the result

Partners are part of the evening and the edition around it. They have no part in who is entered, screened or selected, and no category is for sale.

No award is given to fill a ladder

Where nothing meets the standard, the category closes with No Award on a recorded vote.

A fee buys consideration

It secures a place in front of the jury. The outcome is the jury's alone.

THE OBJECT

Nobody made it alone

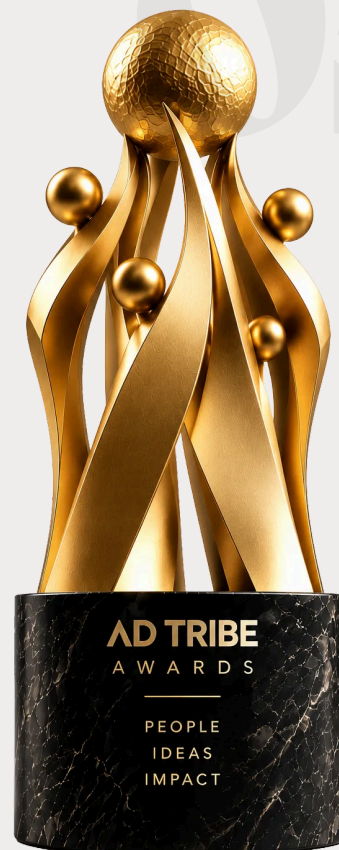
The Ad Tribe trophy is several forms rising together and twisting into one, cast in gold, silver or bronze on a base of black marble.

A planner found the insight. A writer and an art director made the idea. A director and a crew shot it. A media team put it where it would land. And a client said yes on a day when saying no would have been easier.

So the strands stand apart where they begin and cannot be separated where they end, and the sphere they carry is what they made together rather than anything one of them lifted up there alone.

Three words are cast into the base. People, because the work is made by them. Ideas, because that is what is judged. Impact, because an idea nobody felt is a draft.

PEOPLE. IDEAS. IMPACT.



**DIFFERENT STRENGTHS.
ONE ACHIEVEMENT.**

WHO IS BEHIND IT



About Ad Tribe

Ad Tribe is an independent publication covering advertising, marketing and media in India: the campaigns, the people who make them, the agencies they are made in, and the business underneath all of it.

The awards are its own, and are not run for a client, an association or a network. Ad Tribe provides the stage and the process. The jury decides the outcome, and that separation is what a result here rests on.

The edition is based in Hyderabad and open to agencies, brands and teams across the six southern geographies.

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ENTRIES CLOSE

15 November 2026

AWARDS NIGHT

**Thursday 3 December
2026, Hyderabad**



(THE NIGHT)

Thursday 3 December
2026, Hyderabad.

(PART TWO)

How an entry **is made.**

Reference, from here on. Where your work fits, what the form asks for, what to have ready, and what it costs.

07

Where your work fits.

22

CATEGORIES

Work & Campaign Awards

A single piece of work or campaign, entered by the agency or team that led it.

12

CATEGORIES

Agency Awards

The agency itself: twelve months of growth, work, client impact, talent and culture.

20

CATEGORIES

Brand Awards

The brand and its marketing team, entered by the marketer for their own practice.

WHO CAN ENTER

- Six eligible geographies: Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana, Puducherry.
- Work first launched, or was materially active, between 1 September 2025 and 31 August 2026. Agency and brand evidence covers the same twelve months.
- Agency and Brand Awards: headquartered in an eligible geography, or entering through a substantive South office that is the subject of the entry.
- Work Awards: the lead team is based in an eligible South office, even where the client is elsewhere or the campaign ran nationally.
- Networks enter through their South office, naming the office and the team. The client need not be based in the South.

HOW IT IS JUDGED

- Every entry is screened for eligibility before any juror sees it.
- An independent first round: each juror scores alone, before any discussion.
- At least three juror evaluations per entry, and five for the major categories.
- Panel deliberation follows, against criteria published in advance.
- Jurors declare conflicts, and never see an entrant's fee, payment or any partnership relationship.
- No public voting. A category can close with No Award on a recorded vote.

08

Five steps, start to finish.

01

Pick your category**ABOUT 2 MINUTES**

The category sets the form, the fee and the criteria. One piece of work can be entered in up to 8 categories, written once and charged per category.

02

Create a free account**ABOUT A MINUTE**

One account per person, one profile per agency or brand. Invite colleagues so a team works on the same entries. A Next 50 login works here too.

03

Write the entry**TWO TO THREE HOURS**

Basics, story and results. Every field saves as you write and flags what is still outstanding, so it does not have to be done in one sitting.

04

Upload the evidence**20 MINUTES, PLUS THE UPLOAD**

Case film, images, PDFs and public video links. Leave time for a film to upload. No film is not a barrier: images and a PDF case board are accepted everywhere a film is.

05

Review, declare and pay**10 MINUTES**

Read the entry exactly as a juror will, make the rights and client declarations, then pay. The rate charged is the one open when payment succeeds.

Good practice. Draft the long answers in a document first, against the word limits on the next page, then paste them in. A writing template for each family is linked from adtribe.world/events/awards-south/how-to-enter.

09

What the form asks for.

The word limits are the ones the entry form enforces, not a guide. Anything longer is refused at submission.

WORK & CAMPAIGN ENTRIES

8 SECTIONS

SECTION	WORDS	WHAT IT IS FOR
Context / Challenge	250	What was happening and what problem needed solving?
Audience / Insight	250	Who mattered and what insight informed the idea?
Strategy	300	The strategic choice, and why it was the appropriate one.
Creative Idea	250	The central idea, in plain language.
Execution	350	How the idea came to life across the channels that mattered.
Results / Impact	350	Evidence of effect. Label sourced, measured and claimed results clearly.
Why this deserves recognition	150	Your concise argument for this category.
South-led contribution	150	How the South office or team led or materially contributed to the work.

AGENCY ENTRIES

8 SECTIONS

SECTION	WORDS	WHAT IT IS FOR
Agency overview	200	Positioning, South office footprint and core capabilities.
12-month business momentum	300	Growth, major wins, retained business, new capability. Financial values may be marked confidential.
Standout work	400	Up to five short case summaries. Attach the links and assets on the Assets step.
Client impact	300	Proof of business or brand impact, and the quality of the relationship.
Talent and culture	300	Hiring, retention, learning, inclusion and internal initiatives. Evidence preferred over intent.
Innovation / future readiness	250	New capabilities, technology, models, products or process.
Contribution to South advertising	250	Talent, community, cultural influence, regional growth and industry contribution.
Why Agency of the Year	150	The concise closing case.

BRAND ENTRIES

8 SECTIONS

SECTION	WORDS	WHAT IT IS FOR
Brand overview	200	The brand, its market and the South footprint of the team entering.
12-month business momentum	300	Growth, share, penetration, new markets or new lines. Financial values may be marked confidential.
Standout marketing	400	Up to five short summaries of the year's marketing. Attach links and assets on the Assets step.
Business and brand impact	300	Proof of commercial or brand effect, labelled sourced, measured or claimed.
Team and ways of working	300	How the marketing team is built and run, and how it works with its agencies and partners.
Innovation / future readiness	250	New capabilities, technology, channels, products or process.
Contribution to the South market	250	Category growth, cultural relevance, regional investment and industry contribution.
Why this entry deserves recognition	150	The concise closing case.

10

Evidence, and what it costs.

ASSETS TO HAVE READY

- **Case film.** MP4, MOV or WebM, up to 200 MB each. Up to 2 per entry. Two to three minutes is plenty.
- **Key visual and images.** JPG, PNG or WebP, up to 2 MB each. Up to 10 per entry.
- **Case board and PDFs.** Up to 40 MB each. Decks and results evidence belong here. Up to 3 per entry.
- **Video links.** Public YouTube or Vimeo only, checked to play when added. Up to 5 per entry.
- **Results evidence.** Label results as sourced, measured or claimed. The distinction matters more to a jury than the size of the number.

RIGHTS

- Hold client permission before entering, not afterwards.
- Credit partners and collaborators whether or not they are in the South.
- Confidential material goes in the jury-only sections. Anything in the public summary may be published if the entry wins.

ENTRY FEES

EARLY-BIRD ENTRY	UNTIL 23 OCTOBER 2026
Work & Campaign	₹11,999 + GST ₹14,158.82 all in
Agency Award	₹24,999 + GST ₹29,498.82 all in
Brand Award	₹29,999 + GST ₹35,398.82 all in
Grand honours	No fee
STANDARD ENTRY	UNTIL ENTRIES CLOSE
Work & Campaign	₹17,499 + GST
Agency Award	₹34,999 + GST
Brand Award	₹39,999 + GST

A fee is per entry and per category. The rate charged is the one open when payment succeeds, not when the draft was started. A fee secures consideration by the jury, not an outcome.

(START YOUR ENTRY)

Be recognised.

Entries close 15 November 2026. Creating an account takes about a minute and costs nothing; the fee is taken at the last step.

ENTER THE AWARDS →

adtribe.world/events/awards-south/account/entries/new

EVERY CATEGORY

adtribe.world/events/awards-south/categories

FEES AND DEADLINES

adtribe.world/events/awards-south/fees

QUESTIONS

hello@adtribe.world

AD TRIBE PROVIDES THE STAGE AND THE PROCESS. THE JURY DECIDES THE OUTCOME.