



campaign INDIA  
Women Leading Change

# 2024 ENTRY KIT

Entry Deadline:  
Friday, 28 June 2024

<http://www.wlcindia.com/>

# campaign Women Leading Change

## INTRODUCTION

Campaign India has announced the third edition of the Women Leading Change Awards. The awards have been running for seven years across Asia Pacific and celebrate women who lead, inspire, and motivate greatness as well as champion the advancement of women in the marketing communications industry.

This is part of Campaign's program to drive diversity and inclusion. The Women Leading Change Awards have celebrated the achievements of hundreds of outstanding women, from business leaders and change-makers to trailblazers and rising stars from across Asia-Pacific's marketing communications industry.

Through Women Leading Change, Campaign India, aims to celebrate those that have shown outstanding leadership and fostered ground-breaking innovation in the media, advertising, PR, and marketing industries, as well as the future leaders of tomorrow.

Along with the Awards, Campaign India will also be getting women from diverse backgrounds to share their stories of success, before the event. We look forward to receiving your entries!

Good Luck!  
Team CampaignIndia



# campaign Women Leading Change

## DATES & DEADLINES

### Entry Deadline

Friday, 28 June 2024

### Winner Announcement

TBA

### WHO SHOULD ENTER?

We recognise nominees who have demonstrated outstanding leadership and fostered ground-breaking innovation, savvy strategists, and game changers.





# Women Leading Change

## ELIGIBILITY & FEES

### ELIGIBILITY PERIOD

All entries should relate to achievements ONLY during the period 1 January 2023 – 31 December 2023.

Entries that do not focus on the eligibility period but include achievements outside the eligibility period will be disqualified.

Campaign India reserves the right to reject any work it feels does not comply with the spirit of the awards.

### ENTRY FEES

Entry Fee 7,150 per entry + GST

- Entry fees are payable in Indian Rupees.
- A separate fee is paid for each entry submission.
- Entry fees are due at the time of submission and are non-refundable.
- Entry submissions which are not paid for will NOT proceed through judging and Haymarket SAC Publishing (India) will retain the right to claim for the unpaid entry fee.

# campaign Women Leading Change

## PAYMENT DETAILS

### Payment Details

#### By cheque

Account Name: Haymarket SAC Publishing (India) Pvt Ltd Campaign India, Haymarket SAC Publishing (India) Pvt Ltd, Voltas Premises, F Block, Ground Floor, T.B KadamMarg, Chinchpokli (E), Mumbai-400033.

#### By Online transfer

Account Name: Haymarket SAC Publishing (India) Pvt Ltd.

Bank Name: HDFC BANK Current Account Number: 03572020000023.

Branch Address: Shapoorji Pallonji Building, Dr. Shirodkar Marg, Near KEM Hospital, opp. Bata Showroom, Mumbai – 400 012, Maharashtra, India SWIFT CODE: HDFCINBB.

#### RTGS / NEFT IFSCCODE: HDFC0000357

On a single email, enlist entry title, entrant company name and category for each entry along with the total number of entries and send the same with proof of online payment confirmation to:

[dinika.tahilramani@haymarketsac.com](mailto:dinika.tahilramani@haymarketsac.com)



# campaign Women Leading Change

## GENERAL INFORMATION & GUIDELINES

### CONFIDENTIALITY

- The Organiser reserves the right to publish details of entries that are not marked as confidential. This can be done on the online entry form (under the attachment section)
- For any video submissions, do not include sensitive information. Alternatively, you may send your request to the Organiser explaining what confidential information cannot be disclosed instead of the whole video.

### CREDITS

- All credits required on the online submission form must be filled in correctly and cannot be changed after submission. Any requests for changes or replacement of files are subject to the approval of the Organiser.
- All credits on the online entry submission form, indicated as credited agency/company/nominee name, campaign title etc. will be treated as FINAL once the submission of the entry has been confirmed. It is the responsibility of the entrant to clearly indicate the parties involved.
- All credits submitted will be used for publication on all channels, related materials, trophies, shortlists on Campaign India's webpage for the announcements and at the awards presentation event.
- Entrants are responsible for ensuring that all credits are correct at the time of submission to ensure that all information submitted is accurate. The Organiser is not liable to make such changes.



# campaign Women Leading Change

## ENDORSEMENT

All entries must be endorsed as per guidelines.

Endorsement failing to adhere to entry guidelines may result in disqualification.

Endorsers' information is to be provided on the online entry form.

### CAMPAIGN CATEGORIES

All Campaign entries must be endorsed by the most senior brand's representative of the campaign, authorising the entry and data to be true and accurate.

### INDIVIDUAL/ COMPANY/ SPECIAL CATEGORIES

For the Individual, Company and Special categories, the endorser must be a member of senior management which will BE CEO/MD/Head of the Office.

**Note:** The nominee cannot endorse his/her submission. In cases where the Nominee is the most senior member of representatives must endorse the entry.

### IMPORTANT NOTE

If any changes are made to the submission at the request of the Organiser, the original endorsement will become invalid. The endorser must endorse again when submitting the revised submission.

## PROCESS

- Once you have clicked "CONFIRM SUBMISSION" via the online entry form, the system will generate an automatic email to your Endorser. This email will include the hyperlink to view your submission and requires a simple click to confirm the endorsement.
- The endorsement process is only between the endorser and Organiser. All entrants are responsible for ensuring that your endorser is available at the time of your submission and endorsement must be completed latest the next day of the respective deadline.
- The judges reserve the right to raise queries regarding the information provided and penalise any entry if there is evidence of inaccurate and misleading claims, which will result in disqualification of the entry. The entry fee is non- refundable. If your endorser has not received the email at the time of submission, you may ask the endorser to check their SPAM/JUNK email, or re-trigger the endorsement email via the dashboard email via the dashboard.
- If the endorser declines to endorse the entry, an automated email will be sent to the entrant. It is the responsibility of the entrant to follow up with the endorser and clarify the status with the organiser.
- Should you require assistance, please notify the Organiser by emailing [dinika.tahilramani@haymarketsac.com](mailto:dinika.tahilramani@haymarketsac.com).

# campaign INDIA Women Leading Change

## CATEGORIES

### INDIVIDUAL CATEGORIES

- Business Leader
- CEO of the Year
- Creative Captain
- Entrepreneurship of the Year
- Fintech Woman Leader
- Game Changer
- HR Management Champion
- Innovator of the Year
- Mentor of the Year
- Rising Star
- Technology Chief
- Young Business Leader

### COMPANY CATEGORIES

- Diverse-Inclusive Workplace
- Health & Wellbeing Awards

### CAMPAIGN CATEGORIES

- Diversity Campaign
- Mental Health Awareness Campaign
- Women Leading Change Campaign

### SPECIAL CATEGORIES

- Women Leadership Program of the Year
- Women Leading Change of the Year



## CATEGORY DESCRIPTIONS

### INDIVIDUAL CATEGORIES

#### BUSINESS LEADER

This award recognises women who have not only achieved growth for their businesses but also demonstrated strategic direction during the eligibility period, through honed business acumen and strong industry networks.

Open to professionals with 15+ years of professional experience, with executive level position or industry equivalent and recognised by others as an exceptional leader.

#### CEO OF THE YEAR

This award recognises any women CEOs who have excelled in providing demonstrated leadership that has been critical to the success of their organisations. Open to all leaders, owners, entrepreneurs, founders, employed professionals, and self-employed women who promote excellence among CEOs and C-Level executives and high professional standards amongst peers.

#### CREATIVE CAPTAIN

This award recognises inspirational women whose work and ideas have generated consumer excitement through top-of-class creative thinking.

Winner will be a woman who has not only set the standard for creative excellence but also raised the bar.

#### ENTREPRENEURSHIP OF THE YEAR

This award recognises an entrepreneur who has demonstrated exemplary leadership traits. Open to women who work in a private-sector business entity in owning a business in operation for at least three years. Must be a Founder or Co-Founder of an organisation and be currently engaged in an active role.

#### FINTECH WOMAN LEADER

This award recognises an individual's achievement and contribution in the fintech related areas of financial services.

Winner will be a woman leader who has demonstrated exemplary leadership and made a significant impact on the success of their companies and continue to drive innovation and growth.

#### GAME CHANGER

This award recognises visionary leaders with game-changing ideas using innovative techniques that led to behaviour shifts and continue to create innovative new paths to change the status quo.

Winner will be a woman who has demonstrated exceptional commitment and made a significant change to diversity and inclusiveness in the workplace.

## CATEGORY DESCRIPTIONS

### INDIVIDUAL CATEGORIES

#### HR MANAGEMENT CHAMPION

This award recognises an individual who is innovative and driving change that demonstrated excellence with great leadership, communication and strategy planning to drive results and transformation.

#### INNOVATOR OF THE YEAR

This award is set to recognise individual women who lead innovation which they have initiated, launched, and developed during the eligibility period with 8+ years of experience.

#### MENTOR OF THE YEAR

This award recognises outstanding leadership and implementation of a mentorship program and personal development.

The mentor/coach should have a minimum of one full year of mentoring/ coaching one or more mentee 8+years of leadership/excellent track record of staff engagement/retention and acted as an inspiration to men/women.

#### RISING STAR

This award recognises young women who have set themselves apart from their peers, have shown early success in their field, who will maximise their full potential to be the next generation of women leaders in the industry.

Open to professionals who are at the age of 30 or under as of 31<sup>st</sup> December 2023.

#### TECHNOLOGY CHIEF

This award recognises outstanding women who have worked to ignite positive change through the introduction of new technology to the industry.

An exceptional woman leader who has contributed in a profound way to our understanding of technology or deployment of new tech.

#### YOUNG BUSINESS LEADER

This award recognises women who have not only achieved growth for their businesses but also demonstrated strategic direction, leadership competencies during the eligibility period, through honed business acumen and strong industry networks.

Open to professionals who are at the age of 35 or under as of 31<sup>st</sup> December 2023. The nominee should have 5-10 years of professional experience, and managerial position.



## CATEGORY DESCRIPTIONS

### COMPANY CATEGORIES

#### DIVERSE-INCLUSIVE WORKPLACE

This award recognises companies that excelled in supporting diversity and inclusion and how they foster an environment of authentic respect and trust in the workplace.

Workplace diversity may refer to age, gender, race, ethnicity, religion, physical conditions, LGBTIQ, culture diversity, etc.

#### HEALTH & WELLBEING AWARDS

This award recognises and celebrates the achievements of organisations for an outstanding contribution to, and promotion of, health and wellbeing.

### CAMPAIGN CATEGORIES

#### DIVERSITY CAMPAIGN

This award recognises any campaign that combines effective delivery of its core marketing message with strong focus on 'difference' and diversity.

#### MENTAL HEALTH AWARENESS CAMPAIGN

This award recognises any campaign that successfully drove awareness of mental health and helped reduce the stigma associated with mental illness.

#### WOMEN LEADING CHANGE CAMPAIGN

This award recognises any brand campaigns that addressed local, regional, or global issues around diversity and inclusivity, including non-profit organisations that have spearheaded change, tackled stereotypes, and spread the culture of change in supporting diversity, equality, and inclusion with a clearly defined social purpose.

### SPECIAL CATEGORIES

#### WOMEN LEADERSHIP PROGRAM OF THE YEAR

This award is set out to recognise leadership as an individual, team or company who has demonstrated growing talent, creating an engaging workplace, mastering communication and collaboration, influencing others, effectively managing cross cultural credibility and trust.

#### WOMEN LEADING CHANGE OF THE YEAR

This award recognises an inspiring woman who has made a significant and long-term business contribution to creating smarter and more inclusive working environments during the eligibility period.

As a role model or mentor that shows dedication to the advancement of women in their industry, how she demonstrated the ability to change and how to lead change effectively and showing exemplary leadership abilities that enable others to succeed.



## JUDGING CRITERIA & PROCESS

### JUDGING PROCESS

The judging process will consist of a round via an online platform.

A shortlist for each category is drawn from the aggregated scores from all the judges for each entry, and up to 5 top scoring entries in each category will make up the shortlist.

In cases where there is a single entry or fewer entries in the category, the jury will unanimously decide whether there should be a shortlist and/or whether trophies should be awarded. This may result in no shortlist and no trophy being awarded in a category.

The decisions of the jury are final. Awards will be made at the discretion of the judges and no correspondence will be entered regarding the results.

### JUDGING METHODOLOGY

A detailed quantitative methodology has been developed to fairly and accurately evaluate and analyse each entry on its merits.

At all stages, any judge who has a potential conflict of interest including, but not restricted to working for an agency/company submitting the campaign and/or are involved in any aspect of the project, will not be allowed to judge that entry and will therefore be asked to abstain.

The decision of the jury in all matters relating to the award of the prize shall be final and binding. Great care is taken in selecting a judging panel comprising the right balance of specialist knowledge, experience, and objectivity. Strict guidelines designed to eliminate vested interest or breaches of guidelines of entry, will be followed.

### CRITERIA

For the full criteria and judging methodology please refer to the relevant templates. These are available for download from our website [www.wlcindia.com](http://www.wlcindia.com)

## MANDATORY ENTRY SUBMISSION

### HOW TO ENTER

Entries are to be submitted online via the 'ENTER NOW' button at [www.wlcindia.com](http://www.wlcindia.com)

Upon clicking ENTER NOW, you will be prompted to first register your profile and a verification email will be sent to you to confirm.

You can then log in and email will be sent to you to proceed to submit your entry.

### ENTRY TEMPLATE

You can download the entry templates from our website [www.wlcindia.com](http://www.wlcindia.com)

### CONFIDENTIAL

Entrants may mark various sensitive parts of their submissions as "Not for Publication" on the online entry form.

This can be attached as a note.

### ENDORSEMENT

All entries must be endorsed. Without endorsement, the entry may not proceed to the judging round. The endorsement will be sent via an automatically generated email from the system.

The judges reserve the right to raise queries about the information provided and penalise any entry if there is evidence of inaccurate and misleading or false information, resulting in disqualification of the entry. The entry fee is non-refundable.



# campaign Women Leading Change

## MANDATORY ENTRY SUBMISSION

### COMPULSORY IMAGES

Images: Three (3) images in high resolution (300 dpi) in JPG/PNG format to be uploaded on the online entry form. These will be used to showcase your entry.

Inappropriate images will not be used if your entry wins and neither replacement will be accepted. Please choose your images wisely and correctly.

**\*Company/agency logo is NOT accepted.**

#### Campaign Categories:

Please upload photos that relate to the campaign and not the logo, product shots or team photos.

#### Individual/Team/ Company/Special Categories:

Please upload the individual nominee's photo and team photos for team/ company and special categories.

### EXECUTIVESUMMARY

Executive Summary: A summary of 100-150 words to be submitted via the online entry form. This summary will be used to publish and should therefore highlight the campaign/ nominee and justify why it should win.

Do not include company credentials or other sensitive or confidential information.

### MUST NOT INCLUDE

To protect the integrity of the judging, entries submitted by the agencies, all Campaign India Awards categories the agency names and logos must NOT appear on your submission, executive summary or any of your supporting materials such as creative samples, videos, URLs etc. (including but not limited to account username and password of the video platform, letterheads, visible watermarks).

Entries may be disqualified and will not proceed to the judging round.

Entries submitted directly by the brand's company such as their in-house team are not restricted to using their brand's name related to the campaign, however, should also avoid mentioning their agency's name.

We recommend replacing any mention of your organisation with "Agency" or "Company" and written in third person.



## FORMATS AND SUPPORTING MATERIALS

### SUPPORTING MATERIAL

All supporting material is optional and not mandatory. Entrants should decide at their own discretion.

A maximum of five (5) supporting materials may be provided to support your case to show evidence of the success of your personal contribution/ campaign or agency work.

### CASE FILMS

Case Film: You may include the hyperlink to your entry submission and/ or to the supporting material box. Please include any login or password.

Video submissions can be uploaded to public platforms such as YouTube and Vimeo which are accessible to judges.

Haymarket reserves the right to publish the video wholly or in part. Should your entry be awarded the Organiser may use the case film to showcase during the event presentation or through other channels for public viewing.

### VIDEO FORMAT

The video submission link must be a direct link (it can be unlisted, or password protected).

Judges must have easy access to view your video. Recommended platforms include YouTube and Vimeo.

### IMPORTANT NOTES

All materials in languages other than English must be submitted with a translation. For videos, please provide transcripts or subtitles.

All supporting materials for judging should be uploaded either online and/ or in the form of a microsite/video link as per the format guidelines stipulated below.

The microsite/video links must be live from 1 January 2023 to 30 June 2024. Please supply passwords, if needed for access.

All supporting materials should be provided in digital format ONLY and must be uploaded via the WLCA online entry form upon submission. Any supporting materials provided on cloud-based online platforms such as Google Drive, Dropbox, WeTransfer will not be accepted.

Supporting materials supplied with the entry will be used in the event of an entry being shortlisted or winning. Entrants will not be asked for additional supporting materials after entry submission.

### MUST NOT INCLUDE

FILE FORMAT All entries and supporting materials are to be submitted online and must adhere strictly to the stipulated formats as listed:

### MANDATORY SUBMISSION

DOCUMENTS File size: Less than 5MB  
File formats: .pdf

### COMPULSORY IMAGES

File size: Less than 5MB  
File formats: JPG, PNG.  
Resolution: Minimum of 300dpi RGB

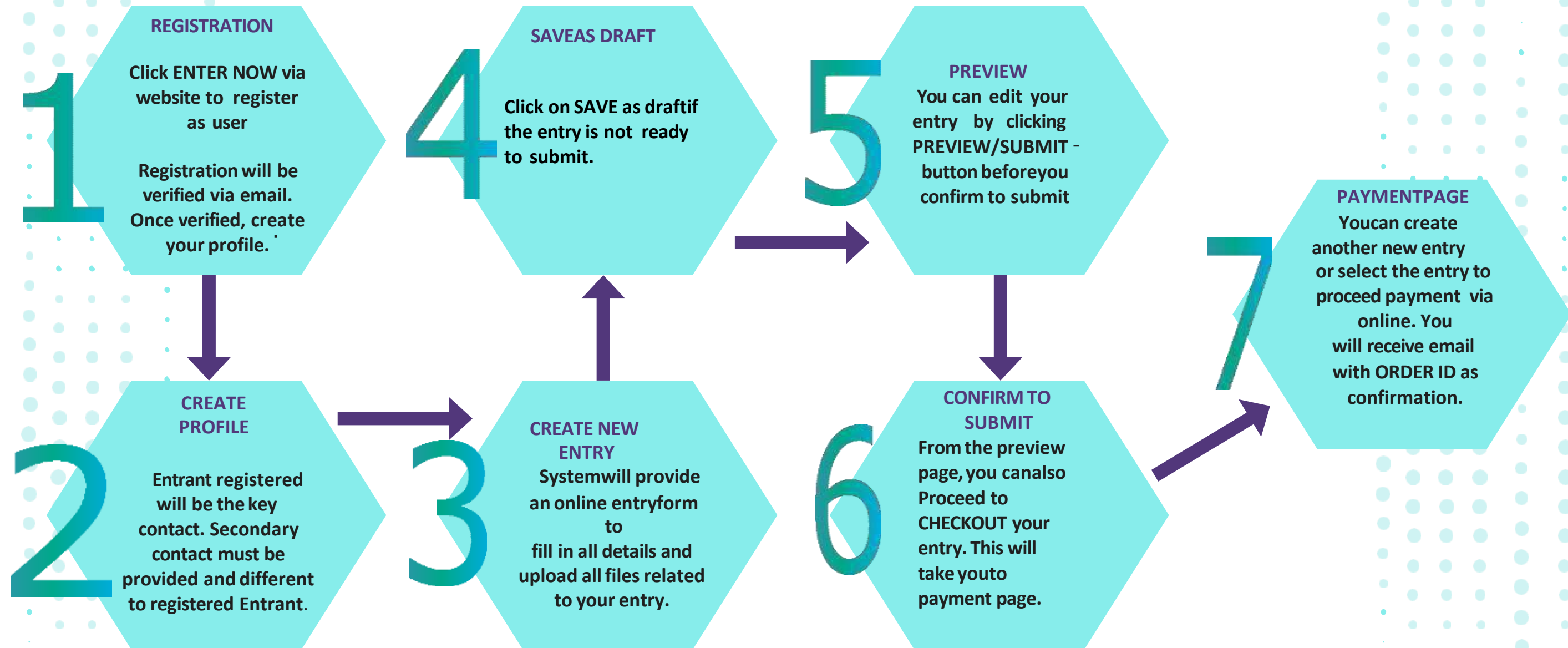
### SUPPORTING MATERIAL

AUDIO File size: Less than 5MB MP3  
File formats: • MP3

### VIDEOS

File formats: Hyperlink Recommended  
Platform: YouTube/Vimeo.

## SUBMISSION GUIDE





## TERMS & CONDITIONS

**AWARD TYPE:** For all categories we will be awarding one GOLD WINNER only. In cases where there are 3 or fewer entries in the category, judges will unanimously decide whether there should be a shortlist and/ or whether an entry is awarded in the final round of Judging. A Commendation might be awarded subject to judges' discretion.

**CONFIDENTIALITY:** The Organiser reserves the right to publish details of the entries in any related publications and materials. However, if there is certain information that must be kept confidential, please indicate it clearly as "Not for Publication by highlighting ONLY the sensitive information in yellow. Please be specific about what information cannot be disclosed- do not simply mark the entire entry confidential.

**CREDITS:** All details under the credits section must be accurate and consistent on the online Entry Form.

**DEADLINES:** Entrants must submit their entries according to the respective entry deadlines including completed payment to allow sufficient time to process and resolve any issues before the entries are pushed forward for preliminary judging. Any delay might result in entry disqualification.

**DISPUTES:** The Organiser reserves the right to withdraw any entry which breaches in the event of a complaint against any winning or shortlisted entry; the Organiser will conduct a full investigation into each case and will request detailed documentation from all parties concerned including

the complainant, the entrants, and the dent. The entrant will be solely responsible to clarify the case including confirmation on approval from the brand's representative.

**DUPLICATE ENTRIES:** For any entry which is a duplicate or incorrect submission, you are required to inform the Awards Team immediately for assistance.

**ENDORSEMENT:** All Campaign entries must be endorsed by the most senior brand's representative of the campaign, authoring the entry and data to be true and accurate. Individual, Company and Special categories, the endorser must be a senior management member which will be CEO/Head of the office.

The Nominee cannot endorse their own submission. In cases the Nominee is the most senior management member/brand representative, then this will require the second most senior to endorse.

**ENTRIES:** You may enter the same entry in more than one category. However for such entry you should tailor your entry and read the criteria carefully. You must provide separate documentation, supporting materials and entry fee.



## TERMS & CONDITIONS

**ENTRY FEE:** Upon submission of the online entry form, entry fees are chargeable, and you will be able to say for the entries. In the event of disqualification, entry withdrawal, duplicate submissions are non-endorsement by management, the fee paid will be non-refundable.

Entries unpaid by the respective deadlines by 1st July 2024 will be disqualified. **Haymarket SAC Publishing India Pvt Ltd.** will retain the right to claim for unpaid entry fees and reserves the right to disqualify any unpaid entry.

**EXECUTIVE SUMMARY:** All entries will require an executive summary with 100-150 words to showcase your entry if awarded and to be published. DO NOT provide company credentials or the introduction of the organisation or any confidential information. This compulsory summary should strictly be why you feel this entry should win.

**FORMAT:** Formats and file sizes of any supporting materials must be strictly adhered to.

**JOINT COLLABORATION:** Where multiple agencies/suppliers that have worked on the same campaign/ event must be agreed in advance been all parties involved as to who will make the way, All parties who have contributed to the same campaign should be credited.

All credits will be used to publish and appear on the winning trophy. If the same entry is submitted by two different entrant companies, or multiple agencies and brand company have entered the same work, the submission may be treated as a joint entry at the Organiser's discretion. Any duplicated entry, the entry fee will be forfeited.

**JUDGING:** Any juror who has a potential conflict of interest, including, but not restricted to, working for an agency that submitted that campaign and/ or being involved with any aspect of the project, will be asked to abstain on scoring that entry. All jurors will be required to sign a confidentiality agreement that bans them from disclosing information from entries submission.

### LANGUAGE:

Entries/ videos or any supporting that are not in English should be accompanied by a translation to avoid being penalised during judging.

**MANDATORY:** Images, Executive Summary are compulsory. All images should be related to the submission, activities or initiatives related. Do not include images of a nominee's personal life that is unrelated to the entry. These will be used to showcase the entry if awarded.

**MODIFICATION REQUEST:** Any requests for changes or replacement of files are subject to the approval of the Organiser.

# campaign Women Leading Change

## TERMS & CONDITIONS

**PAYMENT:** All payments for submissions must be made at the point of submission confirmation. Once you are confirmed to SUBMIT ENTRY, your entry will be processed and from this point forward the entrant will be liable for all entry fees including any duplication of entry. No cancellation or withdrawal of entries will be accepted and in case you have made a mistake, please contact the Organiser immediately for assistance.

**MUST NOT INCLUDE:** For all Campaign awards entries, please do not include any agency/company names, logos, or reference anywhere in your submission, which includes the submission paper, executive summary, or supporting materials (i.e. account username and password of the video platform).

The Organiser reserves the right to disqualify any entries that do not meet this requirement.

**PUBLISH:** The Organiser reserves the right to publish all entries wholly or in part, as case studies or for publicity purposes.

**QUERIES:** Judges reserve the right to raise queries regarding the information provided and penalise any entry if there is evidence of inaccurate and misleading claims which will lead to entry disqualification.

**TROPHY CREDITS:** Credits will be based on information provided on the online entry form. Any change of credit request for the trophy before the event is completed is not allowed.

Final approval to be confirmed by the Organiser with a fee applied.





# campaign Women Leading Change

For more details, please visit: <http://www.wlcindia.com/>

Or

Contact WLC Awards Team: Dinika Tahilramani  
([dinika.tahilramani@haymarketsac.com](mailto:dinika.tahilramani@haymarketsac.com))

Women Leading Change is organised by *Campaign India*.