



**SOCIAL SAMOSA**

**GUIDE  
BOOK**

# FAQS:

## What is Top 30 Under 30?

Our quest to find young, innovative and creative professionals from Advertising, Marketing and Media Industry

Taking up the responsibility to acknowledge the young talent that flourished in portraying utmost diligence, transforming the social media marketing space, Social Samosa devised Top 30 Under 30 for the superheroes of this universe.

#SS30Under30 calls out to young social media professionals who have carved a path for themselves achieving basis ingenuity, assiduity, integrity, and a yearning for fanatical working hours before crossing the mark of 30.

## What are the Categories?

The individuals will be judged across the following categories:

1. Creative
2. Media Planning
3. Account Management/ Client Servicing
4. Strategy
5. Agency Leader
6. Brand Management / Marketing
7. Content Creator/ Influencer
8. Analytics

## Who judges Top 30Under30?

The entries for Top 30Under30 will be judged by an esteemed jury panel, who will evaluate each entry basis the achievements of the individual and the work done by them against set parameters.

## Who are in the Jury Panel?

The Jury Panel for the awards includes

**Gaurav Midha**, Senior Manager Marketing, Tanishq,  
**Abhishek Joshi**, Head of Marketing & Business Partnerships, MX Player  
**Amaresh Godbole**, CEO- India, Digitas,  
**Mohit Joshi**, MD – India, Havas Media Group.  
**Lulu Raghavan**, Managing Director, Landor Associates,  
**Carlton D’Silva**, CEO & CCO at Hungama Digital Services,  
**Burzin Mehta**, Group Creative Director/Digital Lead, Ogilvy, and  
**Ravinder Siwach**, National Creative Director, Havas Creative.

### **Who can nominate?**

Anyone working in the Advertising and Marketing Industry can nominate himself/herself in the category relevant to them. Please note nominee should be under 30 in age by 31st December, 2019.

### **What is the last date for submission?**

The last date to submit duly filled form is 20th October, 2019. All the entries should be submitted by 11:59 PM latest by 20th of October.

### **What is the nomination fee?**

The nomination fee is INR 2499 per entry (Taxes applicable)

### **Where can we find nomination form?**

You can nominate [here](#).

### **Can an individual nominate another individual on his/her behalf?**

Yes, the nomination can be made by someone else, as long as the person nominated is aware about the same.

### **Can one nominate himself/herself in more than one category?**

A person can nominate themselves in more than one category, as per the relevance. However, they will have to fill out two different nomination forms and pay the fee for each of the nominations.

### **What are the judging criteria?**

The Nominations would be evaluated across parameters such as Growth, Achievements, Innovation, Client and Talent Retention.

### **How can one pay for the nomination?**

There is an Instamojo Payment Link at the end of the form. Please pay the nomination fees via the link or get in touch for any assistance.

### **IMPORTANT DATES**

Nominations Window Closure - **20th October 2019**

Final Announcement - **11th November 2019**

## ENTRY REQUIREMENTS AND RULES

- Duly form submission is necessary.
- All the star marked questions are compulsory. Incomplete entries will not be entertained.
- To seal the nomination for the awards, nomination fees is compulsory. Please note nomination fee is non-refundable.
- One form submission accounts for one nomination. In case of more than one nomination, please refill form with category relevant information.
- This is a one-time submission form and once submitted it cannot be edited
- Not submitting the complete information might result into reducing the impact of the work done.
- The entries not complying with the rules and/or submitting fraudulent work will be banned and the nomination fee will not be refunded.
- Please adhere to the formats mentioned while uploading any reference material, design file or logo.
- Please share high resolution digital images, creatives or videos. You can refer to Media Specification for more details.
- All the entries once submitted become the property of Social Samosa Media LLP and will not be returned.
- Any submitted entry will only be shown to the Jury Panel.  
Decision of Jury Panel on all matters during evaluation will be final. This also includes qualification of an entry, change in the category if jury feels necessary.
- Social Samosa might use the part of information from the submitted entry for activities like promotions, highlights etc related to 30Under30
- Profile Picture: File Size : 50 MB  
Format : PDF/Image (high resolution jpeg/png)
- Please note URLs that expire will not be considered valid
- All disputes will be handled either by Social Samosa Team handling the property or by the Jury Panel
- Social Samosa reserves the right to disqualify nomination that it finds fraudulent or compromised.

## MEDIA SPECIFICATION

### Reference Documents:

Format : Google drive link to PPT/Video/Portfolio

### URL:

1. All URLs must be active. The side entered should not be changed once submitted for the nomination.
2. URL's should not be password protected.
3. If you are sharing a drive link, please note that it should have open access.

## **PAYMENT RULES**

- All the online transfer of the nomination fees are accepted via Instamojo.
- If the nominating individual wants an invoice from Social Samosa, government taxes like GST will be applicable over and above the nomination fee. Please get in touch with Social Samosa representative for invoice.
- Payment is received only via cheque, NEFT/RTGS or Instamojo.
- All payments must be made in Indian Rupees
- In case you are making payment via cheque, it should be addressed to Social Samosa Media LLP. No post dated cheques are accepted.
- Please note all entry fees are non-refundable and non-transferable.
- Whether you select online or offline payment, nomination fee will not be changed.
- Price quoted are exclusive of government taxes.

## **CONTACT**

For queries please write to us at [team@socialsamosa.com](mailto:team@socialsamosa.com)

Or get in touch with

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### **Pay us at -**

Account Name: **Social Samosa Media LLP**

Current A/C No: **50200012730934**

IFSC Code: **HDFC0000541**

Branch Name: **Mahim(W) Bombay Scottish**

or make a cheque payable to "**Social Samosa Media LLP**"