

campaign

Presents

campaign



AWARDS

Celebrating Masters of Prompt



About

Campaign India proudly launches the Campaign AI Awards, recognising outstanding work that places human intelligence at the heart of artificial intelligence. As AI becomes embedded across marketing, media, advertising, and communications, the awards define what excellence looks like in an AI-powered era.

Built on the belief that technology alone is not the differentiator—human thinking is, the Campaign India AI Awards celebrate strategic intent, creative judgement, and ethical decision-making that transform AI into meaningful innovation. The platform highlights strategists, creatives, technologists, and business leaders who use AI with clarity of purpose and measurable impact.

The awards recognise work where AI is applied thoughtfully to solve real business and communication challenges. Entries are judged on insight, originality, strategic clarity, responsible AI use, and demonstrable results. More than a celebration of innovation, the initiative aims to inspire the industry to push boundaries responsibly—using AI to enable smarter thinking, stronger creativity, and impactful ideas.



Enter If You Are

**Brand and in-house
marketing, growth
and innovation
teams**

**Martech, Adtech, and
AI technology
companies and
platforms**

**Advertising, creative,
digital, media and PR
agencies**

**Consultancies, data,
analytics and
transformation firms**

Entries should clearly demonstrate how human insight, strategic thinking, and creative leadership shaped the use of AI to deliver meaningful, responsible, and measurable outcomes.



Eligibility, Fees & Key Dates

Eligibility Period :

To be eligible for submission, campaigns must have been launched or active **between 1st January 2025 to 31st December 2025.**

Entry Timeline & Fees :

Entries Open : 23rd January 2026

Early Bird Fees : **12,000 Rs + 18% GST**

Early Bird Deadline : **10th February 2026**

Standard Fees : **15000 Rs + 18% GST**

Standard entry Deadline: **10th March 2026**



Categories

1. H+AI - Enabled Craft Excellence

- AI-Enabled Copywriting Craft
- AI-Enabled Design Craft
- AI-Enabled Film / Video Craft

2. H+AI - Enabled Experience Design

- AI-Enabled Conversational Experience
- AI-Enabled Voice Experience
- AI-Enabled Insight-Driven Experience
- AI-Enabled Interactive / Immersive Experience
- Best AI-Powered Personalization

3. H+ AI-Enabled Strategic Planning

- Best AI-Informed Strategic Advertising Decision
- Best Use of AI to Drive Action During Advertising Execution
- Best Use of AI-Led Learning to Shape Future Advertising Strategy

4. Media & Channel

- Best AI-Informed Media Planning Decision
- Best AI-Informed Channel Strategy
- Best Use of AI for Context, Timing & Exposure Planning



Categories

5. AI-Powered Campaigns

- Best AI-Driven Marketing Campaign
- Most Innovative AI Marketing Campaign
- AI in Multi-Channel Campaigns
- AI-Powered Brand Launch

6. Social & Influencer Marketing

- Best AI in Social Media Strategy
- Best AI-Powered Influencer Marketing Campaign

7. Emerging AI & Innovation

- AI for Sustainability in Marketing

8. Special Recognition

- AI Thought Leader of the Year
- AI Innovator of the Year
- AI Tech Partner of the Year
- AI Marketing Strategist of the Year
- AI Creative Leader of the Year



Category Description

1. H+AI – Enabled Craft Excellence

AI-Enabled Copywriting Craft

Recognises excellence in language, tone, clarity, and persuasion where AI supported drafting, iteration, or exploration but human judgement shaped the final voice.

AI-Enabled Design Craft

Honours visual craft where AI accelerated exploration or variation, while humans curated, refined, and owned the aesthetic outcome.

AI-Enabled Film / Video Craft

Celebrates moving-image craft where AI aided storyboarding, pre-visualisation, editing, or versioning — without compromising narrative or emotion.



Category Description

2. H+AI - Enabled Experience Design

AI-Enabled Conversational Experience

Recognises conversational experiences across chat or messaging where AI enables natural, relevant, and context-aware interactions. Winning work uses thoughtful dialogue design and human-centred tone to reduce friction, guide users meaningfully, and improve the quality of engagement beyond simple automation.

AI-Enabled Voice Experience

Honours voice-led experiences where AI improves spoken interactions through contextual understanding and intuitive flow. Strong entries simplify complex journeys, enhance accessibility, and deliver clear value beyond traditional IVR or scripted voice systems.

AI-Enabled Insight-Driven Experience

Recognises experiences shaped by AI-driven insights such as personalization, recommendations, or prediction. Winning work translates data into intuitive, timely interactions that help users make better decisions or discover value with minimal effort.



Category Description

2. H+AI - Enabled Experience Design

AI-Enabled Interactive / Immersive Experience

Celebrates interactive or immersive experiences where AI enables adaptive participation and engagement. This includes physical-digital, gamified, or immersive environments where AI responds to user behaviour while preserving clarity, purpose, and human-centred decisions

Best AI-Powered Personalization

Recognises experiences where AI enables meaningful personalization adapting content, journeys, or interactions to individual context and intent. Winning work demonstrates relevance and usefulness shaped by human judgement, with personalization enhancing the experience rather than simply increasing variation.



Category Description

3. H+AI - Enabled Strategic Planning

Best AI-Informed Strategic Advertising Decision

Recognises work where AI informed a clear, high-stakes advertising decision such as choosing a strategic direction, prioritising an audience, or reallocating focus. Winning entries demonstrate strong human judgement supported by AI intelligence, resulting in a decisive call that shaped creative, media, or business outcomes.

Best Use of AI to Drive Action During Advertising Execution

Honours work where AI-derived signals led to timely, meaningful action during active advertising. Winning entries show how intelligence was translated into real interventions—such as changing creative direction, adjusting plans, or refining experiences—guided by human judgement rather than passive monitoring.

Best Use of AI-Led Learning to Shape Future Advertising Strategy

Recognises work where AI enabled learning to persist beyond a single campaign and influence future advertising decisions. Winning entries demonstrate how insights were captured, retained, and applied to improve subsequent strategies, briefs, or systems—creating intelligence that compounded over time.



Category Description

4. Media & Channel Excellence

Best AI-Informed Media Planning Decision

Recognises work where AI informed a clear media planning decision such as where to invest, where to pull back, or how media should support the broader strategy. Winning entries demonstrate human judgement using AI intelligence to shape the overall media plan before execution, influencing reach, relevance, or strategic impact.

Best AI-Informed Channel Strategy

Honours work where AI helped determine which channels or touchpoints mattered most for a specific audience, context, or moment. Winning entries show how channel choices were driven by behaviour, intent, or environment rather than habit, precedent, or spend patterns.

Best Use of AI for Context, Timing & Exposure Planning

Recognises planning that used AI to decide when, where, and under what conditions advertising should appear. Winning work demonstrates deliberate planning of timing, context, and exposure to shape meaning and effectiveness, guided by human judgement rather than automated scheduling.



Category Description

5. AI-Powered Campaigns

Best AI-Driven Marketing Campaign

This category honors campaigns where artificial intelligence forms the strategic backbone — from insight generation to creative execution — delivering strong, measurable business and marketing results.

Most Innovative AI Marketing Campaign

This award celebrates campaigns that have pushed boundaries through an unconventional, creative, or first-of-its-kind use of AI to transform the way marketing connects with consumers.

AI in Multi-Channel Campaigns

This category rewards campaigns that demonstrate effective integration of AI across multiple channels — digital, social, email, mobile, or offline — to deliver seamless brand experiences and unified messaging.

AI-Powered Brand Launch

This award recognizes the successful launch of a brand or product where AI played a key role in strategy, audience discovery, creative personalization, or performance optimization.



Category Description

6. Social & Influencer Marketing

Best AI in Social Media Strategy

This category honors the intelligent use of AI for social media strategy — including audience mapping, content optimization, and real-time performance tracking.

Best AI-Powered Influencer Marketing Campaign

This award celebrates the use of AI tools for identifying, evaluating, and managing influencer partnerships to deliver measurable impact.

7. Emerging AI & Innovation

AI for Sustainability in Marketing

This award celebrates campaigns that harness AI to promote eco-efficiency, resource optimization, or sustainable marketing outcomes.



Category Description

8. Special Recognition

AI Thought Leader of the Year

This award honors an individual who has played a pivotal role in advancing the understanding, awareness, and responsible adoption of AI in marketing through advocacy, knowledge sharing, or education.

AI Innovator of the Year

This category recognizes professionals who have pioneered groundbreaking or original uses of AI that have redefined creative strategy, consumer engagement, or marketing effectiveness.

AI Tech Partner of the Year

This award honors a technology provider or platform that has empowered brands and agencies with innovative AI-driven tools, solutions, or infrastructure for marketing excellence.

AI Marketing Strategist of the Year

This category celebrates individuals who have demonstrated outstanding strategic thinking and leadership in applying AI to transform brand performance, efficiency, or audience connection.

AI Creative Leader of the Year

This award recognizes creative professionals who have successfully bridged art and algorithm — using AI to unlock new possibilities in storytelling, design, and content creation.



Jury Overview & Judging Process

The Campaign AI Awards will be judged by an independent jury of senior leaders from marketing, advertising, media, technology, data, and AI. Bringing together strategic, creative, and technical expertise, the jury will assess all entries through a human-first, outcome-driven lens. Judging will take place in two stages: an initial online evaluation of all eligible entries, followed by an in-person jury round where shortlisted work will be discussed and final winners selected.

Entries will be assessed against the following criteria:

- **Innovation & Creativity (25%)** – Originality of idea and creative application of AI
- **Impact & Results (25%)** – Measurable outcomes against defined objectives
- **Execution & Strategy (20%)** – Strength of insight, strategy, and implementation
- **Scalability & Sustainability (10%)** – Long-term potential and adaptability
- **Ethics & Compliance (20%)** – Responsible, transparent, and ethical use of AI

Entry Guidelines & Payment Process

- Submit a completed online entry form with all mandatory details
- Upload supporting material via a microsite/landing page or through the portal, as per format guidelines
- Ensure each supporting file does not exceed 10 MB
- Entries will be deemed invalid and excluded from judging if payment is not received in full by the announced deadline.



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Entry Guidelines & Payment Process

Pay by Direct transfer using NEFT / RTGS

Account Name: Haymarket Media India Private Limited

Bank Name: HDFC BANK

Account no: 03572320001089

RTGS / NEFT IFSCCODE: HDFC0000357

Branch Address:

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



Entry Code of Conduct:

Haymarket Media (India) Private Limited, part of Haymarket Media Group, is committed to ensuring that all entrants and entries are judged fairly, equitably, and by their peers. With this in mind, we would like to remind all entrants that we expect them to enter their work in good faith, with honesty and integrity.

We expect all entries to represent bona fide work that a company or agency is proud to have produced.

We acknowledge that the use of AI has become increasingly common, transforming how people work and the outputs they deliver. In light of this, we expect entrants to indicate clearly where AI has been used — whether in the development of the work itself or in shaping the written entry or any associated assets submitted as part of that entry.

If it becomes clear that an entry, or if the work entered, has been fabricated in any way, whether intentionally or unintentionally, Haymarket Media Group preserves the right to disqualify the entry.

If results have already been published, we retain the right to rescind the award and will publish an explanation on our relevant brand sites. Please note: any such decision will be made in consultation with the Chair of Judges and/or relevant judging panel.

Haymarket Media Group stands by its values of creativity, expertise, integrity, innovation, and respect. We expect everyone who enters, judges, or attends our events to uphold these same principles.

Ready to showcase the thinking behind the technology?
Write to us at Avinash.bhakre@haymarket.co.in for entry details or nomination-related queries or Call us at **+91 99303 51282**