



# THE MOST IMPORTANT CAMPAIGN OF YOUR LIFE 1.4 BILLION LIVES.



The Times Power of Print competition is back, in collaboration with the Election Commission of India.

The world's largest democracy is preparing to vote. And it is everyone's responsibility to encourage participation. That is why we are calling the nation's brightest creative minds to create a print ad campaign that moves people to vote. The winners get their campaign published in The Times of India publications and a fully paid trip to Cannes Lions Festival of Creativity 2025\*.

So, start cracking a brief that is not only important to you but also for the 1.4 billion people in the country.



SCAN TO KNOW MORE

SEND IN YOUR ENTRIES BY  
9<sup>TH</sup> APRIL, 2024

Open to all advertising professionals.



CHANGE Begins Here

CBC 52101/13/0024/2324

\*T&C apply