



**BANGLADESH**

8<sup>th</sup> SEPTEMBER, 2019 | PAN PACIFIC, SONAR GAON, BANGLADESH

## FOR EXCELLENCE & LEADERSHIP IN BRANDING & MARKETING

### OVERVIEW

The Golden Globe Tigers Awards is all about Achievers, Super Achievers and Future Business Leaders. This glamorous event will attract the best of the best from Asia. This event will highlight, recognize and reward their ability to steer their businesses through turbulent times, applying the best of business modules to manage and keep their missions afloat.

The Golden Globe Tigers Awards salutes remarkable business leaders and organizations for their continuing commitment to excellence, developing best practices and innovative strategies. We are proud to continue the tradition established by the Awards that define and celebrate vision, uphold the spirit of achievement and recognize excellence in business leadership distinguishes and honors leaders who have contributed and shaped the Asian economy, and are visionaries behind today's outstanding businesses. The Asian Leadership Summit and Awards will showcase best practices learning and learnings from best practices

Winners of the Awards exemplify the best in leadership. They epitomize the core values of a successful leader – strength, innovation, ingenuity, knowledge and foresight – values that are imperative to carving out powerful businesses in the global economy. Spread across various categories and industry domains, The Golden Globe Tigers Awards takes place over 8 hours – featuring a strategic forum and an awards ceremony.

### OBJECTIVES

- As a mark of recognition toward the achievements acquired by the entrepreneur/business leadership.
- As a mark of honour and encouragement to the entrepreneur and leaders.
- Development of new leaders and upgrading of existing leaders.
- As catalyst of growth for region's economic driver.

### AWARD CATEGORIES

#### INDIVIDUAL AWARD CATEGORIES (ACHIEVERS AND FUTURE BUSINESS LEADERS)

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| <ul style="list-style-type: none"> <li>▪ CXO of the Year</li> <li>▪ Sales Professional of the Year</li> <li>▪ Hall of Fame Award</li> <li>▪ Leaders of Tomorrow Award</li> <li>▪ Business Super Achievers Award</li> <li>▪ Asian Leadership and Inspiration Award</li> <li>▪ Excellence in Business Leadership</li> </ul> | <ul style="list-style-type: none"> <li>▪ Pride of Asian Business Award</li> <li>▪ Women Leadership in Public Sector</li> <li>▪ Woman at Work Leadership Award</li> <li>▪ Mark of Excellence Award</li> <li>▪ FAME - Fabulous Achievement in Marketing Excellence</li> <li>▪ CEO of the Year</li> <li>▪ Creative Professional of the Year</li> <li>▪ Media Professional of the Year</li> </ul> | <ul style="list-style-type: none"> <li>▪ Marketing Professional of the Year</li> <li>▪ Digital Marketer of The Year</li> <li>▪ Young Achiever of the Year</li> <li>▪ Brand Builder of the Year</li> <li>▪ Lifetime Achievement Award</li> <li>▪ Sales Professional of the year</li> <li>▪ CFO of the Year</li> </ul> |
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#### ORGANISATION AWARD CATEGORIES (EXCELLENCE IN BRANDING AND MARKETING)

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|---|--|---|
| <ul style="list-style-type: none"> <li>▪ Award for Brand Leadership</li> <li>▪ Campaign of the Year</li> <li>▪ Market Leadership Award</li> <li>▪ Environmental Leadership Award</li> <li>▪ Business Innovation Award</li> <li>▪ Operational Excellence Award</li> <li>▪ Industry Leadership Awards of IT in Facility Management</li> <li>▪ Agency of the Year</li> <li>▪ Award for Social Media Marketing</li> <li>▪ Popular News Channel of the Year</li> <li>▪ Popular Radio Channel of the Year</li> <li>▪ Brand Leadership Award (Overall)</li> <li>▪ Socially Relevant Ad Campaign</li> </ul> | <ul style="list-style-type: none"> <li>▪ BPO Organisation of the year</li> <li>▪ AWARD FOR BRAND EXCELLENCE IN:</li> <li>▪ Service / Hospitality Industry</li> <li>▪ Durables</li> <li>▪ Automobiles</li> <li>▪ Internet Business</li> <li>▪ Information Technology</li> <li>▪ FMCG</li> <li>▪ Banking and Financial Services</li> <li>▪ Digital Advergaming</li> <li>▪ Logistics</li> <li>▪ Fashion &amp; Lifestyle</li> <li>▪ Media / Entertainment</li> <li>▪ Knitted Garments</li> <li>▪ Pharmaceutical</li> <li>▪ Retail &amp; Real Estate</li> </ul> | <ul style="list-style-type: none"> <li>▪ News Paper / Magazine / Television / Online Media</li> <li>▪ Asia's Most Preferred Tourist destination</li> <li>▪ Best Campaign- In App Advertising</li> <li>▪ Best Campaign- Innovation</li> <li>▪ Best Campaign – Advertising in Mobile Gaming Environment</li> <li>▪ Best Campaign- User Experience</li> <li>▪ Best Solution – Mobile Advertising</li> <li>▪ Best Campaign – Video</li> <li>▪ Best Mobile Strategy</li> <li>▪ Rich Media Online Campaign</li> <li>▪ Excellence in Mobile Marketing</li> <li>▪ Excellence in Content Marketing</li> <li>▪ Excellence in Branded Content</li> <li>▪ Best Blog Post</li> </ul> |
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### CRITERIA

**ORGANISATION CATEGORIES:** Write Up of not more than 2500 words showing why your entry deserves to win over others. The Jury members will also require Supporting documentation, such as testimonials, references, project descriptions, photographs and published articles.

**INDIVIDUAL CATEGORIES:** Write up of not more than 2500 words proving that the Individual have shown initiative, innovation, implemented best practice and reduced costs within an organisation to reflect a successful operation. The Jury members will also require Supporting documentation, such as testimonials, references, project descriptions, photographs and published articles (if any).

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The Entry Fee is Non-Refundable. Entries once sent cannot be withdrawn under any circumstances. The Organizers reserve a right to alter or change the program design without assigning any reason whatsoever.



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