



24<sup>th</sup> June, 2016 | Taj Lands End, Mumbai

The Second Edition of National Awards for Marketing Excellence are presented to organizations and Marketers who have achieved extraordinary success from innovative and effective marketing practices. The Awards seek to reward in response to new developments in marketing theory and practice to reflect the growing appreciation of the critical role of marketing as the vital source of value creation for a business. From unique one-off campaigns to long term strategies and programs, the Awards recognizes marketers who have pushed their brands to measured success through sound and innovative marketing strategies. A broad range of categories representing key marketing disciplines will be contested. The finalists and winners will be decided by a distinguished panel of judges comprising of senior marketing professionals and other experts from the industry. We invite organizations to share their stories & experiences in case study format in the various categories mentioned below. So what are you waiting for? Get the recognition your organization deserves at the industry's night of nights.

## AWARD CATEGORIES

### INDIVIDUAL CATEGORIES

- Creative Professional of the Year
- Marketing Professional of the Year
- Sales Professional of the Year
- Digital Marketing Professional of the Year
- Corporate Communication Professional of the Year
- Public Relations Professional of the Year
- Young Achiever of the Year (Under 35)
- Brand Builder of the Year
- CEO of the Year
- Lifetime Achievement Award
- Retail Professional of The Year

### AWARD FOR MARKETING EXCELLENCE IN

- Banking, Financial Services & Insurance Sector
- Services & Hospitality Sector
- Travel & Tourism Sector
- Pharmaceutical & Bio-Technology Sector
- Construction & Real Estate Sector
- IT/ ITES and Business Process Outsourcing (BPO) Sector
- Retail, Multiplex & Shopping Malls Sector
- Media & Entertainment Sector (TV/ Print/ Radio/ Outdoor)
- FMCG Sector
- Telecom Services Sector
- Solar & Renewable Energy Sector
- Supply Chain & Logistics Sector
- Automobiles - 2 Wheeler sector
- Automobiles - 4 Wheeler sector
- eCommerce & Internet Business Sector
- Power Generation Sector (DG & HUPS)
- Beauty, Wellness and Fitness Sector
- Capital Goods & Consumer Durables Sector
- Courier, Transport & Logistics Sector
- Education Sector
- Gems & Jewellery Sector
- Healthcare & Hospital Sector
- Private Labels
- Health & Wellness Sector
- Research & Analytics

### ORGANIZATIONAL CATEGORIES

- Marketing Campaign of the Year
- Award for Best Use of Social Media in Marketing
- Best in-house magazine
- Best Loyalty Program
- Advertising Agency of the Year
- Digital Agency of the Year
- Outdoor Agency of the Year
- PR Agency of the Year
- Emerging Brand Award
- Brand Revitalization Award
- Effective use of Marketing Communication Award
- Brand Extension Award
- Award for Consumer Insight
- Award for Content Marketing
- Award for Experiential and Brand Experiences
- Award for Internal Marketing
- Best Loyalty Program Award
- Award for Marketing Communications - Business to Business
- Award for Marketing Communications - Business to Consumer
- Best New Brand, Product or Service Launch award
- Award for Marketing Campaign of the Year (Water & Waste Water Management)

### CRITERIA

**Individual Category:** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media Coverage; Articles published; Photographs & any other relevant details.

**Organizational Category:** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

*(The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding)*



#### Contact (For more details)

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Endorsed By



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

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