

Presents

NATIONAL AWARDS FOR MARKETING EXCELLENCE



5th July, 2018
Taj Lands End,
Mumbai

The National Awards are in the 4th Year. It is a premium forum bringing elite marketers, brand custodians, advertising, departmental heads, retailers, real estate professionals, shopping mall owners and creative honchos together under one roof from across India. This is an invitation-only event taking place behind closed doors.

The platform offers top marketing professionals, agencies and consultants an intimate environment for recognizing & rewarding excellence. The Awards will bring the best industry professionals who have made the outstanding contributions in the Industry.

The Awards aim to reward the best in the industry and enhance reputations.

ORGANIZATIONAL AWARD 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)
- Award For Social Media in Customer Service

INDIVIDUAL AWARD 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

CRITERIA :

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.

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.

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Endorsed By

