

Presents

NATIONAL AWARDS FOR MARKETING EXCELLENCE



5th July, 2018
Taj Lands End,
Mumbai

(FOR EXCELLENCE IN DIGITAL MARKETING)

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.

WEBSITE AWARD CATEGORIES :

- Best E-commerce website by a Retail Brand
- Best E-commerce website in a Specialized Category
- Best Local language Website
- Best News Content Website
- Best Travel Website
- Best Financial Website
- Best Education Website
- Best Brand/Product Website

INDIVIDUAL AWARD CATEGORIES :

- Digital Person of the year
- Digipreneur of the Year
- Mobipreneur of the Year
- Best Mobile Industry Professional of the Year
- Best Mobile Media Professional of the Year
- Mobile Marketing Professional of the Year
- Outstanding Individual Achievement in Mobile Marketing
- Young Achiever Award : Mobile / Digital
- Women Leadership in Industry Award
- Professional CEO (Digital) of the Year
- Entrepreneur of the year
- Digital Marketing Professional of the Year
- Product Person of the Year

DIGITAL ADVERTISING AWARD CATEGORIES :

- Best Advertising or Marketing on Mobile
- Best Display Campaign
- Best Search Marketing Campaign
- Best Viral Marketing Campaign
- Best Email Marketing Campaign
- Best Social Media Marketing Campaign
- Best Digital Integrated Campaign
- Best Mobile Marketing Campaign
- Best Multi-Channel Integrated Marketing Campaign
- Best use of Mobile in Marketing
- Best use of Mobile Media in Advertising
- Best Brand Marketing Campaign
- Best Digital Marketing Campaign
- Digital Application of the Year
- Best use of Digital Media in Marketing / Advertising
- Best use of Mobile/Digital Media in CSR/Cause Marketing
- Best Digital Media Team of the Year
- Best Progressive Digital Marketing Company
- Stand-out Digital Agency of the Year
- Best Agency/Client in Mobile Marketing
- Best Agency/Client in Digital Marketing
- Best Agency/Client in Content Marketing
- Best Mobile Media Team
- Best Use of Video (You Tube or Video)
- Best Motivational Video or Video Series
- Best Overall Website Design – Digital
- Digital Agency of the Year
- Digital Start up of the year [Company]
- Best Content Agency

MOBILE AWARD CATEGORIES :

- Consumer Mobile Service
- Enterprise Product or Service
- Innovative Mobile App
- Mobile Game

DIGITAL SOCIAL & ECONOMIC EMPOWERMENT AWARD CATEGORIES :

- Best use of Mobile for social and economic development
- Best use of Internet for social and economic development

SPECIAL AWARD CATEGORIES :

- Digital Innovation Within the Public Sector
- Digital Pioneer
- Stand-out Social Media & Digital Agency of the Year
- Innovation in Web Functionality
- Innovation in Mobile Functionality
- Innovation in Business-to-Business Communication
- Best Online Quiz Competition (Business, Sports, Entertainment, etc)
- Innovation In Recruitment and Employer Branding using Social Media

BEST DIGITAL PUBLICATIONS AWARD CATEGORIES :

- Best in Tablet Publishing
- Best Corporate Book / Dossier – Digital
- Best Creative & Advertising Agency Publication – Digital
- Best Hospitality / Travel Industry Publication – Digital
- Best Healthcare / Medical Industry Publication – Digital
- Best Financial Services Industry Publication - Digital
- Best Technology Industry Publication – Digital
- Best Manufacturing Industry Publication – Digital
- Best Transportation / Logistics (Air/Auto/Rail /Ship) Industry Publication – Digital
- Programmatic Company of the Year
- Best School / University Publication – Digital
- Best NPO (Non – Profit Organization) Publication – Digital
- Best New Publication - Digital
- Best Regularly Featured Column or Section – Digital
- Best Feature Article – Digital
- Best Overall Editorial – Digital

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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