

Presents

## NATIONAL AWARDS FOR MARKETING EXCELLENCE (FOR EXCELLENCE IN DIGITAL MARKETING)

4<sup>th</sup> JULY, 2019 | TAJ LANDS END MUMBAI

The National Awards are in the 5th 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.

### AWARD CATEGORIES

#### WEBSITE AWARD CATEGORIES

- Best Retail Website
- Best News Content Website
- Best Financial Services/Banking Website
- Best Educational Website
- Best Entertainment Website
- Best Real Estate Website
- Best Healthcare/Fitness Website
- Best Food & Grocery Website
- Best Travel Website
- Best Brand/Product Website

#### MOBILE AWARD CATEGORIES

- Games
- Education
- Lifestyle
- Entertainment
- Utilities
- Travel
- Health & Fitness
- Books
- Food & Drink
- Productivity
- Music
- Finance
- Photo & Video
- Reference
- Sports
- Social Networking
- News
- Medical
- Shopping

#### DIGITAL ADVERTISING AWARD CATEGORIES

- Best Display Campaign
- Best Search Marketing Campaign
- Best Digital Marketing Campaign
- Best Viral Marketing Campaign
- Best Email Marketing Campaign
- Best Social Media Marketing Campaign
- Best Digital Integrated Campaign
- Best Execution of Performance Campaign
- Best Mobile Marketing Campaign
- Best Multi-Channel Integrated Campaign
- Best Brand Marketing Campaign
- Best use of AR/VR in a Marketing Campaign
- Best Brand Awareness Campaign using Mobile
- Best Lead Generation Campaign through Mobile
- Best Mobile Game used for Marketing
- Best Messaging Campaign
- Best Strategic PR Campaign
- Best CSR/Cause Marketing Campaign
- Best Social Influencer Campaign
- Best Use of Mobile for Content Marketing Campaign
- Best In-house Content Campaign of the Year

#### TECHNOLOGY AWARD CATEGORIES

- Best Digital API
- Best Tech for Advertising
- Best Tech for E-Commerce
- Best Tech for Education
- Best Tech for Health
- Best Tech for Media
- Best Tech for Retail
- Best Tech for Travel
- Best Tech for News
- Best Tech for Food
- Best use of Bots
- Best use of IoT
- Best use of Machine Learning

#### DIGITAL SOCIAL & ECONOMIC EMPOWERMENT AWARDS

- Best use of Mobile for Social & Economic Development
- Best use of Internet for Social & Economic Development
- Best use of Technology to Drive/Execute CSR Initiative

#### SPECIAL AWARD CATEGORIES

- Digital Agency of the Year
- Digital Start-up of the Year
- Digital Media Team of the Year (Overall Sector)
- Mobile Marketing Agency of the Year
- Mobile Media Team of the Year (Overall Sector)
- Content Agency of the Year
- Social Media Agency of the Year
- Creative Agency of the Year
- Media Agency of the Year
- PR Agency of the Year
- Experiential Marketing Agency of the Year
- Integrated Marketing Agency of the Year

#### INDIVIDUAL AWARD CATEGORIES

- Digital Person of the Year
- Digital Marketer of the Year
- Young Digital Entrepreneur of the Year
- Digital Female Leader of the Year
- Professional CEO (Digital) of the Year
- Account Person of the Year
- Agency Head of the Year
- Creative Person of the Year

#### 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.

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

Endorsed By



#### CO-ORDINATION OFFICE:

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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.*

