

Presents

## ME NATIONAL AWARDS FOR MARKETING EXCELLENCE (FOR EXCELLENCE IN SOCIAL MEDIA 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

#### ORGANISATIONAL AWARD CATEGORIES

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|---|--|---|
| <ul style="list-style-type: none"> <li>▪ Application of the Year</li> <li>▪ Social Media Marketing Agency of the Year</li> <li>▪ PR Firm of the Year</li> <li>▪ Social Media Campaign of the Year</li> <li>▪ Social Application of the Year</li> <li>▪ Social Media Agency of the Year</li> <li>▪ Social Media Network of the Year</li> <li>▪ Viral Marketing Campaign of the Year</li> <li>▪ Email Marketing Campaign of the Year</li> <li>▪ Search Marketing Campaign of the Year</li> <li>▪ Best Marketing Campaign</li> <li>▪ Best Integrated Campaign</li> <li>▪ Best Progressive Marketing Company</li> </ul> | <ul style="list-style-type: none"> <li>▪ Best Search Engine Optimization (SEO)</li> <li>▪ Best Search Engine Marketing (SEM)</li> <li>▪ Best Social Media Integrated Campaign</li> <li>▪ Best Strategic PR Campaign</li> <li>▪ Best Integrated Employer Branding Campaign Award</li> <li>▪ Best Online Video / Film / Moving Images</li> <li>▪ Best in Online Content</li> <li>▪ Best Rich Media Online Ad</li> <li>▪ Best Rich Media Online Campaign</li> <li>▪ Best Animation or Gaming Project of the year</li> <li>▪ Best App (Mobile / Tablet)</li> <li>▪ Best Team of the Year</li> <li>▪ Best Social Media Team</li> <li>▪ Best Use of Facebook</li> <li>▪ Best Use of LinkedIn</li> <li>▪ Best Use of Twitter</li> </ul> | <ul style="list-style-type: none"> <li>▪ Best Use of other Social Media (Snapchat, Pinterest, Google+, Instagram, Tumblr)</li> <li>▪ Best Use of Online Video Channel (Vine, YouTube, Vimeo, Google Hangouts, etc)</li> <li>▪ Best use of Social Media in Marketing</li> <li>▪ Best use of Social Media in Employer Branding</li> <li>▪ Best Use of Social Media in Cause Marketing / CSR Program</li> <li>▪ Best Web portal of the Year</li> <li>▪ Best Website of the Year (Commercial, Not for Profit, Culture &amp; Events, Education)</li> <li>▪ Best Social Networking Site of the Year</li> <li>▪ Best E-Commerce Site of the Year</li> <li>▪ Best Corporate Blog</li> </ul> |
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#### INDIVIDUAL AWARD CATEGORIES

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|--|---|--|
| <ul style="list-style-type: none"> <li>▪ Entrepreneur of the Year</li> <li>▪ Social Media Entrepreneur of the Year</li> <li>▪ Young Social Media Entrepreneur of the Year</li> </ul> | <ul style="list-style-type: none"> <li>▪ Most Inspiring Social Media user (Organization / Individual)</li> <li>▪ Social Media Icon of the Year</li> <li>▪ Lifetime Achievement Award</li> <li>▪ Best Internet Marketing Professional</li> <li>▪ Best Online Young Editor of the Year</li> </ul> | <ul style="list-style-type: none"> <li>▪ Best Online Writer of the Year</li> <li>▪ Best Blogger</li> <li>▪ Marketeer of the year</li> <li>▪ Best Social Media Manager</li> </ul> |
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#### SPECIAL AWARD CATEGORIES

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|--|---|--|
| <ul style="list-style-type: none"> <li>▪ Social Innovation Within the Public Sector</li> <li>▪ Young Pioneer</li> <li>▪ Stand-out Social Media Agency of the Year</li> </ul> | <ul style="list-style-type: none"> <li>▪ Innovation in Web Functionality</li> <li>▪ Innovation in Mobile Functionality</li> <li>▪ Innovation in Business-to-Business Communication</li> <li>▪ Best Online Quiz Competition</li> </ul> | <ul style="list-style-type: none"> <li>(Business, Sports, Entertainment, etc)</li> <li>▪ Innovation In Recruitment and Employer Branding using Social Media</li> </ul> |
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#### 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.*

