

OMAN BEST BRAND AWARDS 2019

21st July, 2019

Crowne Plaza Muscat Oman Convention and Exhibition Centre (OCEC)

OMAN BEST BRAND AWARDS will recognize Leaders who have contributed value & made a change. Such Leaders who are impactful & believe that there is a MAD approach to their work (Making A Difference). The approach is driven by passion & commitment towards Social Change.

ORGANIZATIONAL AWARD CATEGORIES

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| § Marketing Campaign of the Year | § Advertising Agency of the Year | § Emerging Brand Award |
| § Award for Best Use of Social Media in Marketing | § Digital Agency of the Year | § Brand Revitalization Award |
| § Best in-house magazine | § Outdoor Agency of the Year | § Effective use of Marketing Communication Award |
| § International Newspaper of the year | § Business News Channel of the Year | § Sustainable Marketing Excellence Award |
| § Shopping Centre of the Year award | § Entertainment Channel of the Year | § Agency Innovation of the Year Award |
| § Best Loyalty Program | § Radio Station of the Year | |
| | § PR Agency of the Year | |

AWARD FOR BRAND EXCELLENCE IN

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| § Banking, Financial Services & Insurance Sector | § Business Process Outsourcing (BPO) Sector | § eCommerce & Internet Business Sector |
| § Service, Hospitality, Travel & Tourism Sector | § Retail Sector | § Power Generation Sector (DG & HUPS) |
| § Pharmaceutical & Bio-Technology Sector | § FMCG Sector | § Sports Marketing |
| § Construction and Real Estate Sector | § Gems & Jewellery Sector | § Beauty, Wellness and Fitness Sector |
| § IT/ ITES Sector | § Telecom Services Sector | § Consumer Durables Sector |
| | § Supply Chain & Logistics Sector | § Petroleum & Petrochemicals Sector |
| | § Automobiles - 2 Wheeler sector | |
| | § Automobiles - 4 Wheeler sector | |

INDIVIDUAL AWARD CATEGORIES

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|--|---|-----------------------------------|
| § Creative Professional of the Year | § PR Professional of the Year | § Most Admired Entrepreneur Award |
| § Marketing Professional of the Year | § Brand Builder of the Year | § CEO of the Year |
| § Digital Marketer of the Year Award | § Young Achiever of the Year (Under 35) | § Lifetime Achievement Award |
| § Corporate Communication Professional 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.



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