



LUCKNOW BEST DIGITAL MEDIA AWARDS 2017.

14th September, 2017 | Vivanta by Taj - Gomti Nagar, Lucknow



LUCKNOW BEST DIGITAL MEDIA AWARDS 2017 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 :

- Best Twitter Campaign
- Best Facebook Campaign
- Best Strategic PR Campaign
- Viral Marketing campaign of the Year
- Social Media Campaign of the Year
- Best Social Media Integrated Campaign
- Digital Media Campaign of the Year
- Mobile Marketing Campaign
- Email Marketing Campaign
- Search Marketing Campaign
- Viral Marketing Campaign
- **BEST WEBSITE AWARD**
 - Coupons/Deals/Cashbacks
 - eCommerce website by a Retail Brand
 - eCommerce website in a Specialised Category
 - Financial Services/Banking
 - Educational
 - Online Classified/Resale Marketplace/Online Booking
- Local language
- Entertainment
- News content
- Personal Blog/Website
- Real Estate
- Entertainment
- Financial Services/Banking
- Healthcare/Fitness
- Food & Drink
- Innovative Mobile App
- Mobile Game
- News
- Online Classified/Resale Marketplace/Online Booking
- Shopping
- **BEST USE OF SOCIAL MEDIA IN:**
 - Retail or Ecommerce Industry
 - Travel & Tourism Industry
 - Hospitality Industry
 - Auto Industry
 - Telecom Industry
 - Food & Beverage Industry
 - Healthcare Industry
 - Luxury Goods Industry
 - Cause Marketing / CSR Program
 - Digital Application of the Year
 - Social Application of the Year
 - Social Media Agency of the Year
 - Digital Agency of the Year
 - Best SEO
 - Best SEM
 - Best YouTube Channel Strategy
 - Best Animation or Gaming Project of the Year
 - Best Digital Team of the Year

INDIVIDUAL AWARD CATEGORIES :

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

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)

CO-ORDINATION OFFICE:

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Endorsed By



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.

