

# UTTAR PRADESH BEST BRAND AWARDS 2018

18th September, 2018 | Renaissance, Lucknow

UTTAR PRADESH BEST BRANDS 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 :

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

## AWARD FOR BRAND EXCELLENCE IN :

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

## 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.

### CO-ORDINATION OFFICE:

402, 4th Floor, Savoy Chambers, Near Juhu Garden, Santacruz (W), Mumbai - 54.

**Mobile :** +91-22-26603124

**Mob :** +91-9867311742

**E-mail :** aalok.pandit@cmoasia.org

**Website :** www.cmoasia.org

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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