

^{2nd}**elets**
INDIA
BRAND
Awards 2024
12th December | Mumbai

2nd Elets India Brand Awards 2024 | 12th December 2024 | ITC Maratha, Mumbai

Showcasing Icons of Branding Excellence!

Elets BrandStory proudly presents the **2nd Edition** of **Elets India Brand Awards 2024** happening on **12th December 2024** in **ITC Maratha, Mumbai** to acknowledge the Excellence and Innovation in the realm of the Branding Industry. From pioneering startups to established players in the industry, we shine a spotlight on those who have demonstrated unparalleled creativity, resilience, and ingenuity in marketing and shaping brands that resonate with audiences across the nation.

Organisations or their representatives are welcome to submit nominations, ensuring that all required approvals are obtained. Each campaign or individual nomination constitutes one entry, and participants have the opportunity to submit nominations for multiple entries. Join us as we celebrate the outstanding contributions and remarkable successes that continue to drive India's brand ecosystem forward!

Who can apply for 2nd Elets India Brand Awards 2024?

The competition is open to Brands, Industry Leaders, Brand makers, Marketeers, Digital Marketing Agencies, Advertising Agencies, Content Production Companies, Media Planning Agencies, Social Media Marketing Agencies, Creative Agencies, PR Agencies, Influencer Marketing Agencies, or any organisation related to branding, advertising, and marketing.

STEPS TO SUBMIT YOUR ENTRY:

Visit our website <https://events.eletsonline.com/india-brand-awards/index.html> & Click on the 'nominate now' button. Follow the steps mentioned here for a hassle-free nomination.

Step 1

Register yourself and provide the necessary details.

Step 2

Select the categories then the sub-category that suits you or your organisation best and fill in the entry form.

Step 3

The mandatory fields are marked but it is recommended to fill up all available fields to help in a more thorough understanding during evaluation.

Step 4

Entries are saved automatically and can be edited later. Multiple entries can be worked and edited flexibly.

Step 5

Pay the required fee after adding all entries. Please ensure that all information is correct. Please note that once the payment is made, entries cannot be edited.

Step 6

The entry is considered submitted only after the required payment is made.

Step 7

You will receive an automated acknowledgement mail, once the form is submitted.

Explore the Categories & Sub-categories Available for Selection:

EXCELLENCE AWARDS | BRAND AWARDS | INDIVIDUAL AWARDS

INDUSTRY-SPECIFIC AWARDS | CAMPAIGN & MEDIUM SPECIFIC AWARDS

Awards Categories at a Glance

EXCELLENCE AWARDS
Advertising Agency of the Year

Digital Agency of the Year
Outdoor Agency of the Year
Best Tech for Advertising
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
Experiential Marketing Agency of the Year
Integrated Marketing Agency of the Year
Customer Loyalty Program Award

BRAND AWARDS
Brand Of The Year Awards
New Product Launch
Brand Rejuvenation
Transformational Growth
Customer Relationship Marketing
Customer Experience
Use of Consumer Insight
Long-Term Marketing Strategy (3 Years or More)
Best Pivot Initiative
Best Use of Segmentation
Use of Digital Marketing/ Social Media
Use of Integrated Marketing
Use of Content Marketing Campaign
Innovative Use of Technology
Marketing on a Small Budget
B2B Campaign
Best Use of Sponsorship and Partnership
Occasion Based Marketing

Seasonal Marketing

INDUSTRY-SPECIFIC AWARDS	
Automotives	FMCG - Personal Care
BFSI	Health & Wellness
NBFC	Retail - Fashion, Beauty & Lifestyle
Insurance	Real Estate & Construction
Fintech	Foodtech
Health & Wellness	Travel & Hospitality
Healthtech	Data Centre
Pharma	Cloud Service Provider
E-Wallet	Cyber Security
Sports & Gaming	Networking Infra
E-commerce	Web/App Development
Building Sector	Charities & Non-Profit
Media & Entertainment	Start-Up
Mobile Handsets & Accessories	Public Sector
Retail - Consumer products	Energy (Power / Oil & Gas / Renewables etc)
Education	Consumer Electronics Industry
FMCG - Food & Beverages	

Campaign & Medium Specific Awards	
Best Small Budget Campaign	Best Podcast
Best Festive Marketing Campaign	Best Use of Television
Best Moment Marketing Campaign	Best Use of Radio
Best Integrated Influencer Campaign (Multi-channels)	Best Use of Print
Best Use of Audio/Video	Best Use of Omni Channel Marketing
Most Innovative Marketing Campaign/Strategy	Best Use of PR
Most Impactful Marketing Campaign/Strategy	Best Use of Sports or eSports Marketing
Best Regional Content	Regional Campaign

Best Brand-Engagement Campaign	Best Display Campaign
Most Effective Campaign for ROI	Best Digital Marketing Campaign
Most Viral Influencer-Driven Campaign	Best Email Marketing Campaign
Best Celebrity-Driven Campaign	Best Social Media Marketing Campaign
Best Influencer/Celebrity Driven Awareness/ CSR Act	Best Use of AR/VR in a Marketing Campaign
Most creative influencer marketing campaign	Best Lead Generation Campaign through Mobile
Best Cause-Led Campaign	Best Mobile Game Used for Marketing
Best Use of Short Video Platforms	Best Messaging Campaign
Best Use of YouTube	Best Strategic PR Campaign
Best Use of Facebook	Best Use of Mobile for Content Marketing Campaign
Best Use of Instagram	Best In-house Content Campaign of the Year
Best Use of Twitter	

INDIVIDUAL AWARDS
CMO Leadership Award
CMO Transformation Award
CMO Innovation Award
CMO Content Engagement Award
CMO Experiential Marketing Award
CX Rising Star Award
Digital Marketer of the Year
Digital Female Leader of the Year
Agency Head of the Year

GUIDELINES FOR ENTRY OF PROJECT DETAILS:

Categories:

- The entry write-up should comprise two sections: Main Entry and Supporting Material.
- The main entry description should not exceed 300 words in each field. A concise write-up

that covers all important points related to the category is recommended as the main entry. •
Supporting material may include videos/AVs, campaigns, pictures, etc about the entry.

Supporting Material Specifications:

- We-Transfer links, Lion Box/DropBox links, and Google Drive links with restricted settings will not be accepted.
- File size should not exceed 10MB.
- The duration of video/audio should not exceed 2 minutes.
- The maximum number of slides in a ppt should be 10.
- Writeups should not exceed the set word limit. It is recommended the entire proposal should be in concise points taking up less reading time for the jury.
- Payment(s) should be made within a week of the entry submission, or else the nomination(s) won't be accepted.
- Entries that do not follow the above guidelines will be disqualified.

FAQ's for Awards

General Information

Why to Nominate in the 2nd Eleets India Brand Awards?

- Set New Benchmarks In The Industry
- Generate Publicity, Brand Awareness, And Increased Visibility For Your Company
- Boost Team Morale By Acknowledging Their Hard Work
- Acquire New Business By Highlighting Your Award-Winning Talent
- Celebrate Your Success
- Increased Credibility

What Are The Eligibility Requirements?

Companies wishing to apply must be officially registered and actively operational within the Indian Market. This ensures that the participants are established entities with a track record in the market. Campaigns (implemented only for Indian markets) should be created, published and promoted between 1st March 2023 to 31st July 2024.

Judging Process

What Is The Application Process Like? How Are The Winners Selected?

After the final application deadline, the jury reviews all submissions online and

determines a shortlist for each category. From the shortlisted nominees, the grand jury will decide the winners, who will be announced during the awards ceremony.

When Will The Shortlist Be Announced?

The shortlist will be communicated by our representatives through emails & calls.

What Are The Judging Criteria For the 2nd Elets India Brand Awards 2024?

All the analysed categories will be shared with an eminent jury of all leading industry experts. Each member of the jury will be allocated entries that match their respective area of expertise. Each entry will be evaluated and rated against each criteria specified for that category.

Is A Firm Represented By A Jury Member Allowed To Enter The Competition?

Yes, however, the jury members aren't allowed to judge the work of their own company.

What About The Confidentiality of My Application Data?

All material will remain confidential to the judges. Judges are not allowed to judge any entries submitted on behalf of their company.

In what format should I submit my application?

Write-ups should not exceed 300 words & should be filled in bullet points (Objective & Challenges, Originality & Creativity of the Idea, Strategy Implementation, Message Alignment with TG, Impact) Refer to the nomination form for exact questions.

The sample of the work may vary from category to category. Therefore, it can include either printed material, such as white papers or company publications, links to online content, such as web pages, websites, videos, AVs, sample ads, infographics or mobile applications.

What are the important dates I should be aware of?

Awards Announcement: 12th December, 2024

Is there a fee for submitting the entries?

- General Nomination Fee in INR- 20000+ 18% GST- Per Category

Is There A Discount On The Entries?

- 10-20 Entries: 10% Discount
- 21+ entries: 15% discount
- 51+ entries: 20% discount

How Do I Pay The Nomination Fee?

To finish your application(s), you will have to check out through our integrated shop system. We kindly ask you to pay directly by card, NEFT. In other cases, please mail the Organization Name, GST Certificate, PAN Card and Address to get the invoice generated by our representative.

Please note: Invoices are payable immediately upon issue. Unpaid entries will not be considered for the Awards. In case your invoice needs to be amended, please contact the Awards team immediately.

Bank Details

Beneficiary Name Elets Technomedia Pvt. Ltd.
Account No 158005001238
Account Type Current Account
Payment Method NEFT/Cheque/RTGS
Bank Name ICICI BANK
Branch Name Noida
Branch City Noida
Swift Code ICICINBBCTS
MICR No. 110229152
IFSC Code ICIC0001580

Award Show

When Will The Winners Be Announced?

The final winners will be announced during the award show in 2nd Elets India Brand Awards 2024

What Kind Of Recognition Will The Winners Get?

The winner's list will be published on the website and announced through our social media handles. Each category winner will be felicitated with a trophy & certificate on the Awards night in Mumbai.