



AURANGABAD BEST BRAND AWARDS 2018

29th August, 2018
Vivanta by Taj, Aurangabad

AURANGABAD 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 :

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| <ul style="list-style-type: none"> ▪ 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 | <ul style="list-style-type: none"> ▪ 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 | <ul style="list-style-type: none"> ▪ 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 |
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AWARD FOR BRAND EXCELLENCE IN :

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| <ul style="list-style-type: none"> ▪ Banking, Financial Services & Insurance Sector ▪ Service, Hospitality, Travel & Tourism Sector ▪ Pharmaceutical & Bio-Technology Sector ▪ Construction and Real Estate Sector | <ul style="list-style-type: none"> ▪ IT/ ITES Sector ▪ Business Process Outsourcing (BPO) Sector ▪ Retail Sector ▪ FMCG Sector ▪ Gems & Jewellery Sector ▪ Telecom Services Sector ▪ Supply Chain & Logistics Sector | <ul style="list-style-type: none"> ▪ 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 |
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INDIVIDUAL AWARD CATEGORIES :

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| <ul style="list-style-type: none"> ▪ Creative Professional of the Year ▪ Marketing Professional of the Year ▪ Digital Marketer of the Year Award | <ul style="list-style-type: none"> ▪ Corporate Communication Professional of the Year ▪ PR Professional of the Year ▪ Brand Builder of the Year | <ul style="list-style-type: none"> ▪ Young Achiever of the Year (Under 35) ▪ Most Admired Entrepreneur Award ▪ CEO of the Year ▪ Lifetime Achievement Award |
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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.

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