

DELHI BEST SOCIAL MEDIA AWARDS 2017

22nd December, 2017
Vivanta by Taj - Ambassador, New Delhi

DELHI BEST SOCIAL MEDIA 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"> ▪ 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 | <ul style="list-style-type: none"> ▪ 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 | <ul style="list-style-type: none"> ▪ 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 |
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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 | <ul style="list-style-type: none"> ▪ Award ▪ 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.

CO-ORDINATION OFFICE:

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Endorsed By



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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.