



# CHENNAI BEST BRAND AWARDS 2018

11th December, 2018 | Taj Club House, Chennai

**CHENNAI BEST BRAND 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"> <li>▪ Marketing Campaign of the Year</li> <li>▪ Award for Best Use of Social Media in Marketing</li> <li>▪ Best in-house magazine</li> <li>▪ International Newspaper of the year</li> <li>▪ Shopping Centre of the Year award</li> <li>▪ Best Loyalty Program</li> <li>▪ Advertising Agency of the Year</li> </ul> | <ul style="list-style-type: none"> <li>▪ Digital Agency of the Year</li> <li>▪ Outdoor Agency of the Year</li> <li>▪ Business News Channel of the Year</li> <li>▪ Entertainment Channel of the Year</li> <li>▪ Radio Station of the Year</li> <li>▪ PR Agency of the Year</li> </ul> | <ul style="list-style-type: none"> <li>▪ Emerging Brand Award</li> <li>▪ Brand Revitalization Award</li> <li>▪ Effective use of Marketing Communication Award</li> <li>▪ Sustainable Marketing Excellence Award</li> <li>▪ Agency Innovation of the Year Award</li> <li>▪ Sustainable Smart City Award</li> </ul> |
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## AWARD FOR BRAND EXCELLENCE IN :

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| <ul style="list-style-type: none"> <li>▪ Banking, Financial Services &amp; Insurance Sector</li> <li>▪ Service, Hospitality, Travel &amp; Tourism Sector</li> <li>▪ Pharmaceutical &amp; Bio-Technology Sector</li> <li>▪ Construction and Real Estate Sector</li> </ul> | <ul style="list-style-type: none"> <li>▪ IT/ ITES Sector</li> <li>▪ Business Process Outsourcing (BPO) Sector</li> <li>▪ Retail Sector</li> <li>▪ FMCG Sector</li> <li>▪ Gems &amp; Jewellery Sector</li> <li>▪ Telecom Services Sector</li> <li>▪ Supply Chain &amp; Logistics Sector</li> </ul> | <ul style="list-style-type: none"> <li>▪ Automobiles - 2 Wheeler sector</li> <li>▪ Automobiles - 4 Wheeler sector</li> <li>▪ eCommerce &amp; Internet Business Sector</li> <li>▪ Power Generation Sector (DG &amp; HUPS)</li> <li>▪ Sports Marketing</li> <li>▪ Beauty, Wellness and Fitness Sector</li> <li>▪ Consumer Durables Sector</li> <li>▪ Petroleum &amp; Petrochemicals Sector</li> </ul> |
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## INDIVIDUAL AWARD CATEGORIES :

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

