



GUJARAT BEST DIGITAL MEDIA AWARDS 2017.

4th October, 2017 | Pride Plaza Hotel, Ahmedabad



GUJARAT BEST DIGITAL MEDIA AWARDS 2017

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 :

- 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
- 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
- **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

INDIVIDUAL AWARD CATEGORIES :

- Lifetime Achievement Award
- Digital Entrepreneur of the Year
- Social Media Entrepreneur of the Year
- Young Social Media/Digital Professional of the Year
- Social Media Icon of the Year
- Best Blogger

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.

(The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding)

CO-ORDINATION OFFICE:

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

Tel : +91-22-2661 6606

Mobile : +91-7400405937

E-mail : secretariat@worldmarketingcongress.org

Website : www.cmoasia.org

Endorsed By



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.

