

# Annual Branding & Marketing Summit-cum-Excellence Awards

March 2025 | New Delhi

## Submission Form (Company Categories)

<b>CATEGORY</b>	
<b>NAME OF CAMPAIGN/PROGRAMME</b>	
<b>NAME OF CLIENT ORGANISATION</b>	
<b>NAME OF BRAND</b> (if different from client organization)	
<b>NAME OF AGENCY</b> (if applicable, in collaboration/partnership with other agencies, please indicate the lead agency, i.e. Agency A (Lead Agency) + Agency B)	

### ❖ **IMAGE & SUPPORTING DOCUMENTS**

If you have images and other supporting documents, **please share them in hi-res. through the link**

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### ❖ **VIDEO LINK**

Video files may be shared directly along with your Submission Document, or you may provide the link in your Submission form. **Please share the video link (if any)**

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### ❖ **JUDGING CRITERIA**

The jury will evaluate the nominations and finalize the **Gold & Silver category winners** based on creativity and innovation, strategic impact, measurable results, and effective communication.

#### **PROBLEM**

- Describe the market situation and the specific business/brand/consumer challenge addressed.
- Share key statistics providing insights into the scale and intricacies of the identified challenge.

#### **SOLUTION**

- Explain the rationale behind choosing your marketing solution for the identified problem.
- Highlight the core insight guiding your strategic thinking and outline the distinctive, impactful marketing tools and media channel strategy.

#### **DELIVERY**

- Provide an overview of the implementation of your marketing tools and media channel strategy.
- Detail the various tactics and elements used, clarifying their roles in achieving the program's objective.

#### **PERFORMANCE**

- Present clear evidence and metrics demonstrating the marketing program's performance.
- Explain how the program effectively addressed the identified marketing problem, justifying its qualification for the Award.

1. **PROBLEM - 10% (max. 300 words)**

2. **SOLUTION - 35% (max. 500 words)**

3. **DELIVERY - 30% (max. 500 words)**

4. **PERFORMANCE - 25% (max. 300 words)**

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## Submission form (Talent Categories)

<b>CATEGORY</b>	
<b>NAME OF INDIVIDUAL/TEAM</b> (as it should appear on any event/marketing collateral)	
<b>DESIGNATION(s)</b> (as it should appear on any event/marketing collateral)	
<b>COMPANY NAME</b> (as it should appear on any event/marketing collateral)	

Please ensure your submission thoroughly addresses each criterion outlined in bullet points for the respective categories:

- Critical Thinking Skills
- Collaboration and Teamwork
- Creative Contributions
- Innovation and Initiative

Your detailed and well-supported submission is crucial to facilitating the judging process for the Talent Category at the Summit.

**Each bullet point will hold a maximum potential value of 10 points.**

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