

NATIONAL BUSINESS AWARDS

FOR LEADERSHIP & EXCELLENCE

presents

NATIONAL CONTENT MARKETING EXCELLENCE AWARDS

FOR LEADERSHIP & BUSINESS EXCELLENCE

MEDIA PARTNERS:



NATIONAL CONTENT MARKETING EXCELLENCE AWARDS an annual feature honours the achievements and shares the success stories of organisations, enterprises, institutions and individuals that are actively involved in boosting economic growth and achieving milestones in this sector. All the brand, marketing, social media, entertainment etc., will be recognized and awarded. Any entity is eligible to apply for the awards. After receiving the nominations, from the short-listed categories, the team will chose the final awardees.

{ ORGANIZATIONAL CATEGORIES }

Agency of the Year
Content Marketer of the Year
Content Marketing Project of the Year
Best B2B Branded Content Campaign
Best B2C Branded Content Campaign
Best Content Marketing Launch
Best Content Marketing Program
Best Content Marketing Program in Healthcare
Best Content Marketing Program in Financial Services
Best Content Marketing Program in Technology
Best Content Marketing Program in Travel & Tourism
Best Content Marketing Program in Education
Best Multi-Year Content Marketing Program
Best Use of Technology
Highest Growth Response
Most Innovative Content Distribution Strategy
Content Marketing ROI/Measurement Program
Best Use of AI/Machine Learning in Content Strategy
Best Event Content Marketing Strategy
Best Agency/Client Partnership
Best Use of Influencer Marketing
Best Content Strategy
Best Print/Digital Integration
Best Paid Advertising/Content Marketing Integration
Best Integration of Purposeful Marketing
Best Use of Original Research
Best E-Newsletter
Best Use of Social Media
Best Use of Multichannel Social Media
Best Corporate Blog
Best Blog Post

Best B2B Publication (Print or Digital)
Best B2C Publication (Print or Digital)
Best Nonprofit Publication (Print or Digital)
Best NEW Publication (Print or Digital)
Best Print Publication
Best Digital Publication
Best Feature Article
Best Series of Articles
Best Interview or Profile
Best Overall Editorial
Best Special Topic Issue
Best Annual Report
Best Publication Design
Best Infographic (one-time)
Best Infographic Series
Best Use of Interactive Content
Best Use of Illustration
Best Use of Photography
Best Overall Design
Best Use of Video
Best Topic-Specific Video
Best Podcast/Audio Series
Best Motivational Video or Video Series
Best Short Form Video or Video Series
Best Content Marketing Video Series
Best Multi-Author Blog
Best Topic-Specific Blog
Best Content-Driven Website
Best Use of an E-Book (one or a series)
Best Use of a White Paper (one or a series)
Best Association Publication (Print or Digital)

{ INDIVIDUAL CATEGORIES }

{ SPECIAL CATEGORY }

Business Leader Award
MD of the Year
Best Women Leader Award
HR Manager of the Year
Best Young Leader Award
Digital Talented Professional of the Year
Content Marketing Talented Professional of the Year
CSR Leader of the Year
Best HR Leader of the Year
CFO of the Year
Best CMO Award
Lifetime Achievement Award
Sustainability Professional of the Year
Outstanding Leadership in Content Marketing

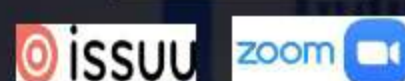
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SOCIAL CONNECTS



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