

All awards are certified by



NATIONAL BRANDING AND MARKETING LEADERSHIP AWARDS

FOR LEADERSHIP & BUSINESS EXCELLENCE

NATIONAL BUSINESS AWARDS® FOR LEADERSHIP & EXCELLENCE

BRANDING & MARKETING LEADERSHIP 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, Jury will chose the final awardees.

ORGANIZATIONAL AWARDS CATEGORIES

Entertainment Channel of the Year
Outdoor Agency of the Year
Advertising Agency of the Year
New Product Launch of the Year
Award for Best Use of Social Media in Marketing
Best Use of Digital Marketing/Social Media
Best Strategic PR Campaign
Best Messaging Campaign
Brand Extension
Best Integrated Marketing Campaign
Best Marketing Campaign of the Year
Best Use of Content Marketing
Best in-house Magazine Award
Best Use of Technology
Best Marketing on a Small Budget
Best In-house Content Campaign of the Year
Best Mobile Game used for Marketing
Best Brand Marketing Campaign
Best use of AR/VR in a Marketing Campaign
Best Multi-Channel Integrated Campaign
Best Brand/Product Website
Best Healthcare/Fitness Website
Best Real Estate Website
Best Financial Services/Banking Website
Digital Start-up of the Year
Social Media Agency of the Year
Media Agency of the Year
Experiential Marketing Agency of the Year
Best Social Influencer Campaign
Best B2B Campaign Award
Best Strat-up Company Award

Business News Channel of the Year
Digital Agency of the Year
Best Shopping Centre award Program
Best Campaign Award
Best Social Influencer Campaign
Best CSR/Cause Marketing Campaign
CSR Leadership Award
Best Customer Relationship Marketing
Best Use of Omni Channel Marketing
Best Use of Search Marketing
Best Digital Marketing Campaign of the Year
Best Use of PR
Content Creator of the Year Award
Best Use of Sponsorship and Partnership
Best Content Partnership
Best Use of Mobile for Content Marketing Campaign
Best Brand Awareness Campaign using Mobile
Best Viral Marketing Campaign
Best Search Marketing Campaign
Best Retail Website
Best Travel Website
Best Food & Grocery Website
Best Entertainment Website
Best Digital API
Content Agency of the Year
Digital Media Team of the Year
PR Agency of the Year
Integrated Marketing Agency of the Year
Best Strategic PR Campaign
Best Brand Engagement Campaign
Brand of the Year

INDIVIDUAL AWARDS CATEGORY

Business Leader of the Year
MD of the Year
CEO of the Year
Director of the Year

Women Leader of the Year
Young Leader (under 40) of the Year
Lifetime achievement Award
HR Leader of the Year

Marketing Leader of the Year
Visionary Leader of the Year
CIO/CTO Leader of the Year
CFO of the Year

INITIATED BY



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