



Annual Branding & Marketing Summit-cum-Excellence Awards

March 2025 | New Delhi

Submission Form (Company Categories)

CATEGORY	
NAME OF CAMPAIGN/PROGRAMME	
NAME OF CLIENT ORGANISATION	
NAME OF BRAND (if different from client organization)	
NAME OF AGENCY (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)

CATEGORY	
NAME OF INDIVIDUAL/TEAM (as it should appear on any event/marketing collateral)	
DESIGNATION(s) (as it should appear on any event/marketing collateral)	
COMPANY NAME (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
- Creative Contributions
- Collaboration and Teamwork
- 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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