

# Branding & Marketing Summit cum Excellence Awards

Thursday, 7th March 2024 | Hotel, The Leela Ambience, Gurugram

## [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, ex. Agency A (lead agency) + Agency B):	

### [IMAGES & SUPPORTING DOCUMENTS](#)

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

### [VIDEO URLS](#)

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)** .....

**The overall winners are decided based on the weightage. The entrant who earns the highest points will be crowned the overall winner.**

- Winner
- Runner up

### [JUDGING CRITERIA](#)

#### **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 objectives.

#### **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)**

# Branding & Marketing Summit cum Excellence Awards

Thursday, 7th March 2024 | Hotel, The Leela Ambience, Gurugram

## 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 i.e. •**Problem-Solving 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.