

mCube 2019 - Masters of Modern Marketing Awards (Categories)

Digital Marketing Awards (Part 1)	DM01	Best Brand Strategy	Online advertising campaigns with a clearly executed and insightful brand strategy.
	DM02	Best Campaign Through Social Messenger	Any marketing campaign which was executed through social messengers such as Facebook messenger, InMails (Linkedin), Whatsapp, Skype, Hangout, Hike, WeChat, Viber, etc.
	DM03	Best Digital Integrated Marketing	Any digital marketing campaign which was executed across multiple digital channels and platforms in a seamless, integrated and coherent manner
	DM04	Best Display Marketing in Digital	Any marketing campaigns which made extensive use of digital banners, buttons, pop-ups, videos or any other form of web/mobile/social/direct/interactive digital media display to promote an idea, concept, product, service, offer, etc. and achieved significant results
	DM05	Best Email Marketing Campaign	Any well-targeted and coordinated communication campaign (text, images, infographics, newsletters, video, etc.) that used email marketing as a tool for promotion of an idea, concept, product, service, or offer and achieved significant results
	DM06	Best Engagement in Social Media Campaign	Any social media marketing campaign which engaged the target audience in a creative manner to achieve significant results
	DM07	Best Engagement through Digital Marketing	Any digital media marketing campaign which engaged the target audience in a creative manner to achieve significant results
	DM08	Best Engagement through Mobile Marketing	Any mobile marketing campaign which engaged the target audience in a creative manner to achieve significant results
	DM09	Best Experiential Marketing Campaign (Digital)	Any marketing campaign that engaged the target audience by creating unique online experiences by use of advanced digital technologies, and encouraged them to participate in the evolution of a brand or a brand experience
	DM10	Best Gamification Marketing	Any marketing campaign or concept to engage the target group through online/mobile gamification methods and generate significant results
	DM11	Best Influencer Marketing Campaign	Any influencer-led marketing campaign which promoted a product, service, or idea through unique/creative marketing techniques, tools, or concepts and generated remarkable results
	DM12	Best Innovation/Creativity in a Digital Campaign	Any digital media campaign which had an innovative, novel concept, content and approach
	DM13	Best Innovation/Creativity in a Mobile Campaign	Any mobile advertising/marketing/promotion campaign which had an innovative, novel concept, content and approach
	DM14	Best Innovation/Creativity in a Social Media Campaign	Any social media campaign which had an innovative, novel concept, content and approach
	DM15	Best Low-Budget Marketing Campaign (Digital)	Any digital marketing campaign which was executed on low budget but created an impact and produced significant results primarily due to a powerful, unique content at its core
	DM16	Best Marketing Automation Campaign	Any marketing technology tool which enables and/or automates the process of content delivery from the developer to the audience through digital channel(s) in an effective and impactful manner
	DM17	Best Marketing Through a Mobile App	Any mobile application which was effectively leveraged for promotion of an idea, concept, product, service, etc. through information, entertainment, engagement or any other mode of communication

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Digital Marketing Awards (Part 2)	DM18	Best Marketing Through a Website/Blog	Any website or blog which was effectively leveraged for promotion of an idea, concept, product, service, etc. through information, entertainment, engagement or any other mode of communication
	DM19	Best Mobile Marketing Campaign - Overall	All original mobile advertising/marketing/promotion campaigns which were creatively executed through any mobile platform based program such as apps, messages (text or multimedia), social media on mobile, gadgets/gears, barcodes, QR codes, coupons etc. and achieved significant results primarily due to a powerful, unique content at its core
	DM20	Best Online Commercial	Any original web commercials which premiered online to advertise a product or service, adapted the traditional television format for the Internet and achieved significant success
	DM21	Best Online PR Campaign	Any outstanding Digital Public Relations (image management) campaign performed for a product, service, Enterprise, celebrity, etc. that achieved significant results
	DM22	Best Performance-driven Digital Campaign	Any digital media marketing campaign which led to significant results in terms of reach/visibility/clicks/views/shares/likes/registrations/affiliations/readership/sales/ROI, etc.
	DM23	Best Performance-driven Mobile Campaign	Any mobile marketing campaign which led to great results for a business in terms of reach/visibility/clicks/views/shares/likes/registrations/affiliations/readership/sales/ROI, etc.
	DM24	Best Performance-driven Social Media Campaign	Any social media marketing campaign which led to great results for a business in terms of reach/visibility/clicks/views/shares/likes/registrations/affiliations/readership/sales/ROI etc.
	DM25	Best Search Marketing Campaign	Any campaign that promoted ideas, concepts, products, services, or offers by enhanced/promoted visibility in search results on search engines, social media platforms, app stores, marketplace websites or apps, online classifieds and/or affiliates and achieved significant results
	DM26	Best Social Media Marketing Campaign - Overall	Any campaign executed on any of the social media platforms which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
	DM27	Best Use of Animation or Motion Graphics	Use of animation and/or motion graphics (content) through online experiences produced on behalf of a brand that integrates animated/graphical format in a seamless, superior way that enhances the end-user experience.
	DM28	Best Use of Digital for Social & Economical Development	Use of impactful content through digital initiatives, programmes, products, and service that have had a tangible effect in bridging the digital divide at an affordable cost
	DM29	Best Use of Photography	Use of photography throughout a campaign/website/blog/product to produce remarkable online experiences and results
	DM30	Best Video Marketing Campaign	Any campaign which used video as a format to promote ideas, concepts, products, services, or offers, and achieved significant success in terms of reach and impact
	DM31	Best Viral Marketing Campaign	Any advertising/marketing campaigns which were executed in the form of text, graphics, video or any other interactive activity through the digital channels viz. web, mobile, social media, messengers, etc. and achieved significant success (attained extensive organic circulation and propagation by the end users)
	DM126	Best B2B Digital Campaign	Any B-2-B marketing campaign which was designed and conducted through digital media or by use of digital enablers to reach out to a niche business/corporate audience
	DM135	Best Digital Internal Communication Campaign	Any communication campaign which was run on digital media or through use of digital techniques to create significant engagement with the internal audience of an enterprise/organisation
	DM136	Best Use Of Data Analytics to drive a Marketing Campaign	A marketing campaign which was driven by information and insights generated from smart data analytics
DM137	Best Technology-led Marketing Campaign	A marketing campaign which leveraged any of the advanced technologies such as Artificial Intelligence, Augmented Reality, Virtual Reality, Internet of Things, Robotic Process Automation, Cognitive technologies, Blockchain etc	

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Media Specific Awards	MS32	Best 360 Degree Marketing Campaign	Any marketing campaign which was executed over various offline channels including ATL, BTL and Experiential media and created an impact and produced significant results
	MS33	Best B-2-B Offline Marketing Campaign	Any marketing campaign executed through Conferences, Summits, Seminars, Educational Forums, Symposia, Industry Meets, etc. that created an impact and produced significant results
	MS34	Best Cinema Marketing Campaign	Any marketing campaign which was executed on Cinema Screens and created an impact and produced significant results
	MS35	Best Direct Marketing Campaign	Any marketing campaign which was executed through a highly personalised communication to a well-segmented target audience via telemarketing/voicemail marketing/broadcast faxing/couponing/direct-mail/insert media/direct selling/grassroots or community marketing, etc. and created impact and produced significant results
	MS36	Best Experiential Marketing Campaign (Offline)	Any marketing campaign that engaged the target audience by creating a unique experience for them through "event marketing", "on-ground marketing", "live marketing", "participation marketing", or "Virtual Reality" and encouraged them to participate in the evolution of a brand or a brand experience
	MS37	Best Low-Budget Marketing Campaign (Offline)	Any marketing campaign which was executed on low budget but created an impact and produced significant results
	MS38	Best Marketing Campaign in Print	Any marketing campaign which was executed in a Print Media (daily, magazines, tabloids, periodicals, journals, etc.) and created an impact and produced significant results
	MS39	Best Marketing Campaign on Radio	Any marketing campaign which was executed via radio programs/advertisements/announcements/jingles, etc. and created an impact and produced significant results
	MS40	Best Marketing Campaign through events/BTL channels	Any marketing campaign which was executed through any of the Below-The-Line media channels including events, activations, live-shows, concerts, point-of-sale installations, flash-mobs, etc. and created impact and produced significant results
	MS41	Best Marketing Campaign through TVCs	Any marketing campaign which was executed through Television programs/advertisements/announcements/product-placement in shows, etc. and created an impact and produced significant results
	MS42	Best OOH Marketing Campaign	Any marketing campaign which was executed through the Out Of Home (outdoor) advertising via Billboards/Hoardings/Posters/Standees/Banners, etc. and created an impact and produced significant results
	MS43	Best PR Campaign	Any Public Relations (image management) campaign performed for a product, service, enterprise, celebrity, etc. that created an impact and produced significant results

Sector Specific Awards (Part 1)	SS44	Best ATL Campaign by//for a Cause/NPO/NGO	Any ATL campaign for a Cause/NPO/NGO/CSR which created impact and produced significant results
	SS45	Best ATL Campaign by//for a Consulting/Business Solutions/Professional Services Enterprise	Any ATL campaign for a Consulting/Business Solutions/Professional Services Enterprise which created impact and produced significant results
	SS46	Best ATL Campaign by//for a Financial Services/Banking Enterprise	Any ATL campaign by//for a Financial Services/Banking Enterprise which created impact and produced significant results

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Sector Specific Awards (Part 2)	SS47	Best ATL Campaign by//for a Food & Beverages Enterprise	Any ATL campaign for a Food and Beverages Enterprise which created impact and produced significant results
	SS48	Best ATL Campaign by//for a Healthcare Enterprise	Any ATL campaign by//for a Healthcare Enterprise which created impact and produced significant results
	SS49	Best ATL Campaign by//for a Media/Entertainment Enterprise	Any ATL campaign by//for a Media/Entertainment Enterprise which created impact and produced significant results
	SS50	Best ATL Campaign by//for a Real Estate Enterprise	Any ATL campaign by//for a Real Estate Enterprise which created impact and produced significant results
	SS51	Best ATL Campaign by//for a Retail Enterprise	Any ATL campaign by//for a Retailing Enterprise which created impact and produced significant results
	SS52	Best ATL Campaign by//for a Tours and Travel Enterprise	Any ATL campaign for a Tours and Travel Enterprise which created impact and produced significant results
	SS53	Best ATL Campaign by//for an Automobile Enterprise	Any ATL campaign by//for an Automobile Enterprise which created impact and produced significant results
	SS54	Best ATL Campaign by//for an eCommerce Enterprise	Any ATL campaign by//for an eCommerce Enterprise which created impact and produced significant results
	SS55	Best ATL Campaign by//for an Educational Institution/Enterprise	Any ATL campaign by//for an Educational Institution/Enterprise which created impact and produced significant results
	SS56	Best ATL Campaign by//for an Electronics Enterprise	Any ATL campaign by//for an Electronics Enterprise which created impact and produced significant results
	SS57	Best ATL Campaign by//for an FMCG/CPG Enterprise	Any ATL campaign by//for an FMCG/CPG Enterprise which created impact and produced significant results
	SS58	Best ATL Campaign by//for an IT/ITES/IOT Enterprise	Any ATL campaign for an IT/ITES/IOT Enterprise which created impact and produced significant results
	SS59	Best BTL Campaign by//for a Cause/NPO/NGO	Any BTL campaign for a Cause/NPO/NGO/CSR which created impact and produced significant results
	SS60	Best BTL Campaign by//for a Consulting/Business Solutions/Professional Services Enterprise	Any BTL campaign for a Consulting/Business Solutions/Professional Services Enterprise which created impact and produced significant results
SS61	Best BTL Campaign by//for a Financial Services/Banking Enterprise	Any BTL campaign by//for a Financial Services/Banking Enterprise which created impact and produced significant results	
SS62	Best BTL Campaign by//for a Food & Beverages Enterprise	Any BTL campaign for a Food and Beverages Enterprise which created impact and produced significant results	

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Sector Specific Awards (Part 3)	SS63	Best BTL Campaign by//for a Healthcare Enterprise	Any BTL campaign by//for a Healthcare Enterprise which created impact and produced significant results
	SS64	Best BTL Campaign by//for a Media/Entertainment Enterprise	Any BTL campaign by//for a Media/Entertainment Enterprise which created impact and produced significant results
	SS65	Best BTL Campaign by//for a Real Estate Enterprise	Any BTL campaign by//fo a Real Estate Enterprise which created impact and produced significant results
	SS66	Best BTL Campaign by//for a Retail Enterprise	Any BTL campaign by//for a Retailing Enterprise which created impact and produced significant results
	SS67	Best BTL Campaign by//for a Tours and Travel Enterprise	Any BTL campaign for a Tours and Travel Enterprise which created impact and produced significant results
	SS68	Best BTL Campaign by//for an Automobile Enterprise	Any BTL campaign by//for an Automobile Enterprise which created impact and produced significant results
	SS69	Best BTL Campaign by//for an eCommerce Enterprise	Any BTL campaign by//for an eCommerce Enterprise which created impact and produced significant results
	SS70	Best BTL Campaign by//for an Educational Institution/Enterprise	Any BTL campaign by//for an Educational Institution/Enterprise which created impact and produced significant results
	SS71	Best BTL Campaign by//for an Electronics Enterprise	Any BTL campaign by//for an Electronics Enterprise which created impact and produced significant results
	SS72	Best BTL Campaign by//for an FMCG/CPG Enterprise	Any BTL campaign by//for an FMCG/CPG Enterprise which created impact and produced significant results
	SS73	Best BTL Campaign by//for an IT/ITES/IOT Enterprise	Any BTL campaign for a IT/ITES/IOT Enterprise which created impact and produced significant results
	SS74	Best Digital Campaign by//for a Cause/NPO/NGO	Any digital marketing campaign for a Cause/NPO/NGO/CSR which created impact and produced significant results
	SS75	Best Digital Campaign by//for a Consulting/Business Solutions/Professional Services Enterprise	Any digital marketing campaign for a Consulting/Business Solutions/Professional Services Enterprise which created impact and produced significant results
	SS76	Best Digital Campaign by//for a Financial Services/Banking Enterprise	Any digital marketing campaign by//for a Financial Services/Banking Enterprise which created impact and produced significant results
SS77	Best Digital Campaign by//for a Food & Beverages Enterprise	Any digital marketing campaign for a Food and Beverages Enterprise which created impact and produced significant results	
SS78	Best Digital Campaign by//for a Healthcare Enterprise	Any digital marketing campaign by//for a Healthcare Enterprise which created impact and produced significant results	

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Sector Specific Awards (Part 4)	SS79	Best Digital Campaign by//for a Media/Entertainment Enterprise	Any digital marketing campaign by//for a Media/Entertainment Enterprise which created impact and produced significant results
	SS80	Best Digital Campaign by//for a Real Estate Enterprise	Any digital marketing campaign by//for a Real Estate Enterprise which created impact and produced significant results
	SS81	Best Digital Campaign by//for a Retail Enterprise	Any digital marketing campaign by//for a Retailing Enterprise which created impact and produced significant results
	SS82	Best Digital Campaign by//for a Tours and Travel Enterprise	Any digital marketing campaign for a Tours and Travel Enterprise which created impact and produced significant results
	SS83	Best Digital Campaign by//for an Automobile Enterprise	Any digital marketing campaign by//for an Automobile Enterprise which created impact and produced significant results
	SS84	Best Digital Campaign by//for an eCommerce Enterprise	Any digital marketing campaign by//for an eCommerce Enterprise which created impact and produced significant results
	SS85	Best Digital Campaign by//for an Educational Institution/Enterprise	Any digital marketing campaign by//for an Educational Institution/Enterprise which created impact and produced significant results
	SS86	Best Digital Campaign by//for an Electronics Enterprise	Any digital marketing campaign by//for an electronics Enterprise which created impact and produced significant results
	SS87	Best Digital Campaign by//for an FMCG/CPG Enterprise	Any digital marketing campaign by//for an FMCG/CPG Enterprise which created impact and produced significant results
	SS88	Best Digital Campaign by//for an IT/ITES/IOT Enterprise	Any digital marketing campaign for an IT/ITES/IOT Enterprise which created impact and produced significant results
	SS89	Best Multi Channel Campaign by//for a Cause/NPO/NGO	Any marketing campaign by//for a Cause/NPO/NGO/CSR which was executed on two or more media/platforms/channels
	SS90	Best Multi Channel Campaign by//for a Consulting/Business Solutions/Professional Services Enterprise	Any marketing campaign by//for a Consulting/Business Solutions/Professional Services Enterprise which was executed on two or more media/platforms/channels
	SS91	Best Multi Channel Campaign by//for a Financial Services/Banking Enterprise	Any marketing campaign by//for a by//for a Financial Services/Banking Enterprise which was executed on two or more media/platforms/channels
	SS92	Best Multi Channel Campaign by//for a Food & Beverages Enterprise	Any marketing campaign by//for a Food and Beverages Enterprise which was executed on two or more media/platforms/channels
SS93	Best Multi Channel Campaign by//for a Healthcare Enterprise	Any marketing campaign by//for a by//for a Healthcare Enterprise which was executed on two or more media/platforms/channels	

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Sector Specific Awards (Part 5)	SS94	Best Multi Channel Campaign by//for a IT/ITES/IOT Enterprise	Any marketing campaign by//for an IT/ITES/IOT Enterprise which was executed on two or more media/platforms/channels
	SS95	Best Multi Channel Campaign by//for a Media/Entertainment Enterprise	Any marketing campaign by//for a Media/Entertainment Enterprise which was executed on two or more media/platforms/channels
	SS96	Best Multi Channel Campaign by//for a Real Estate Enterprise	Any marketing campaign by//for a Real Estate Enterprise which was executed on two or more media/platforms/channels
	SS97	Best Multi Channel Campaign by//for a Retail Enterprise	Any marketing campaign by//for a Retail Enterprise which was executed on two or more media/platforms/channels
	SS98	Best Multi Channel Campaign by//for a Tours and Travel Enterprise	Any marketing campaign by//for a Tours and Travel Enterprise which was executed on two or more media/platforms/channels
	SS99	Best Multi Channel Campaign by//for an Automobile Enterprise	Any marketing campaign by//for an Automobile Enterprise which was executed on two or more media/platforms/channels
	SS100	Best Multi Channel Campaign by//for an eCommerce Enterprise	Any marketing campaign by//for an eCommerce Enterprise which was executed on two or more media/platforms/channels
	SS101	Best Multi Channel Campaign by//for an Educational Institution/Enterprise	Any marketing campaign by//for an Educational Institution/Enterprise which was executed on two or more media/platforms/channels
	SS102	Best Multi Channel Campaign by//for an Electronics Enterprise	Any marketing campaign by//for an Electronics Enterprise which was executed on two or more media/platforms/channels
	SS103	Best Multi Channel Campaign by//for an FMCG/CPG Enterprise	Any marketing campaign by//for an FMCG/CPG Enterprise which was executed on two or more media/platforms/channels
	SS127	Best ATL Campaign for a Socio-economic Program/Activity/Scheme	Any ATL campaign relating to or concerned with promoting/highlighting the salience and/or interaction of social and economic factors
	SS128	Best BTL Campaign for a Socio-economic Program/Activity/Scheme	Any BTL campaign relating to or concerned with promoting/highlighting the salience and/or interaction of social and economic factors
	SS129	Best Digital Campaign for a Socio-economic Program/Activity/Scheme	Any digital campaign relating to or concerned with promoting/highlighting the salience and/or interaction of social and economic factors
	SS130	Best Multi Channel Campaign for a Socio-economic Program/Activity/Scheme	Any multi channel campaign relating to or concerned with promoting/highlighting the salience and/or interaction of social and economic factors

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Sector Specific Awards (Part 6)	SS131	Best ATL Campaign for a Political leader/Organization/Movement	Any ATL campaign for a Political leader/organisation/movement which created impact and produced significant results
	SS132	Best BTL Campaign for a Political leader/Organization/Movement	AnyBTL campaign for a Political leader/organisation/movement which created impact and produced significant results
	SS133	Best Digital Campaign for a Political leader/Organization/Movement	Any digitalcampaign for a Political leader/organisation/movement which created impact and produced significant results
	SS134	Best Multi Channel Campaign for a Political leader/Organization/Movement	Any multi channel campaign for a Political leader/organisation/movement which created impact and produced significant results
Content Marketing Awards (Part 1)	CM108	Best Branded Content	Short films, commercials and/or videos that premiered on the Internet and promoted brands, products or services for commercial purposes while delivering relevant content
	CM109	Best Content in 360 Degree Campaign	Use of powerful, unique Content at the core of a marketing campaign which was executed over various offline channels including ATL, BTL and Experiential media and created an impact and produced significant results
	CM110	Best Content in a BTL Marketing Campaign	Use of powerful, unique Content at the core of a marketing campaign which was executed through any of the Below-The-Line media channels including events, activations, live-shows, concerts, point-of-sale installations, flash-mobs, etc. and created impact and produced significant results
	CM111	Best Content in a Digital Integrated Campaign	Use of powerful, unique Content in a digital marketing campaign which was executed across multiple digital channels and platforms in a seamless, integrated and coherent manner
	CM112	Best Content in a Direct Marketing Campaign	Use of powerful, unique Content at the core of a marketing campaign which was executed through a highly personalised communication to a well-segmented target audience via telemarketing/voicemail marketing/broadcast faxing/couponsing/direct-mail/insert media/direct selling/grassroots or community marketing, etc. and created impact and produced significant results
	CM113	Best Content in a Mobile Marketing Campaign	Use of powerful, unique Content at the core of a campaign executed on mobile devices/platforms to promote ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
	CM114	Best Content in a PR Campaign (Online/Offline)	Use of powerful, unique Content at the core of a Public Relations (image management) campaign performed for a product, service, enterprise, celebrity, etc. that created an impact and produced significant results
	CM115	Best Content in a Search Marketing Campaign	Use of powerful, unique Content at the core of a Search Marketing campaign that promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
	CM116	Best Content in a Social Media Marketing Campaign	Use of powerful, unique Content at the core of a campaign executed on any of the social media platforms to promote ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
	CM117	Best Content in a Video Marketing Campaign	Use of powerful, unique Content at the core of a campaign which leveraged the Video format to promote ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility and views, branding, buzz-creation, and/or ROI

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Content Marketing Awards (Part 2)	CM118	Best Content in an ATL Marketing Campaign	Use of powerful, unique Content at the core of a marketing campaign which was executed through mass communication media such as Television, Radio, Print (Newspaper and Magazines), etc. which served a large audience and created high recall, impact and produced significant results
	CM119	Best Content in an Email Marketing Campaign	Use of powerful, unique Content at the core of an email marketing campaign that promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
	CM120	Best Content in an Influencer Marketing Campaign	Use of powerful, unique content at the core of an influencer led marketing campaign to communicate with the target group to drive favourable results

Special Awards	SA121	Best Marketing Startup	This award shall acknowledge the entrepreneurial venture, enterprise or property in the Marketing services space which has attained immense success, popularity and acclaim for its utility and/or services rendered in a short span of Three years. The Start-up must have been registered and started its operations only on or after 01 April 2016
	SA122	Marketing Agency of the Year	This award shall honour the agency which supercedes the others in the Grand Score. The Grand Score of each agency shall be an aggregate of following: 1. The total number of entries made across all the categories of the mCube Awards 2019 (3 points per entry) 2. The number of entries qualifying to the Top-5 nominations and their cumulative bonus points (5 points per nominated entry) 3. The number of Awards won by the agency and their cumulative bonus points (10 points per winning entry)
	SA123	Marketer of the Year	This award shall recognize the Marketing professional who has been the major force in making a product, service, idea or concept immensely successful, popular, and/or profitable through marketing campaigns across various channels
	SA124	Marketing Enterprise of the Year	This award shall acknowledge the agency/enterprise which has excelled in its business on the basis of the quantum of work done, magnitude and scale of production of marketing properties/campaigns, and the number of clients served and/or projects executed since its inception. The award shall be given purely on the basis of the amount of quality work done in the marketing sphere.
	SA125	Marketing Influencer of the Year	This award shall recognize the individual/personality who has been the major force in making a product, service, idea or concept immensely successful, popular, and/or profitable through his creativity, innovations, and leadership in the marketing space