mCube - Masters of Modern Marketing Awards (Categories)	
DIGITAL MARKETING AWARDS	
DM01 Best Affiliate Marketing Campaign	Any marketing campaign which was driven by a network of affiliates promoting a brand, product, service, or offering to customers on digital platforms and achieved significant results
DM02 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
DM03 Best B2C Digital Campaign	Any B-2-C marketing campaign which was designed and conducted through digital media or by use of digital enablers that targeted the end consumers and achieved significant results
DM04 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.
DM05 Best Cross-channel Marketing Campaign	Any multi-channel or omni-channel marketing campaign which involved managing a brand's exposure across social media, mobile apps, websites, email and/or word-of-mouth recommendations while providing an integrated, consistent experience of the brand.
DM06 Best Digital Brand Strategy	Any online advertising campaign with a clearly executed and insightful brand strategy
DM07 Best Digital Experience Marketing Campaign	Any marketing campaign that engaged the target audience by creating a unique experience for them through digitally enabled "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
DM08 Best Digital Influencer Marketing Campaign	Any influencer led marketing campaign which made use of a powerful, unique content to communicate with the target group on digital media platforms to drive favourable results
DM09 Best Digital Integrated Marketing	Any digital marketing campaign which was executed across multiple digital channels and platforms in a seamless, integrated and coherent manner
DM10 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
DM11 Best Digital Marketing Analytics	Any Enterprise or Agency (or both in collaboration) which performed an Analytics exercise to map and analyze the statistics, insights, trends, reach, etc. of a particular Digital Marketing campaign, and leveraged the results of the analytics in real-time to improve performance, targeting, visibility and ROI of the campaign
DM12 Best Digital Re-targeting Campaign	Any online advertising targeted to consumers based on their previous Internet actions to help keep a brand in front of bounced traffic after they leave the brand website

DM13	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
DM14	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
DM15	Best Engagement in Social Media Campaign	Any social media marketing campaign which engaged the target audience in a creative manner to achieve significant results
DM16	Best Engagement through Digital Marketing	Any digital media marketing campaign which engaged the target audience in a creative manner to achieve significant results
DM17	Best Engagement through Mobile Marketing	Any mobile marketing campaign which engaged the target audience in a creative manner to achieve significant results
DM18	Best Facebook Campaign	Any campaign executed on Facebook which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
DM19	Best Gamification Marketing	Any marketing campaign to engage the target group through online/mobile gamification methods and generate significant results
DM20	Best Innovation/Creativity in a Digital Campaign	Any digital media campaign which had an innovative, novel concept, content and approach
DM21	Best Innovation/Creativity in a Mobile Campaign	Any mobile advertising/marketing/promotion campaign which had an innovative, novel concept, content and approach
DM22	Best Innovation/Creativity in a Social Media Campaign	Any social media campaign which had an innovative, novel concept, content and approach
DM23	Best Instagram Campaign	Any campaign executed on Instagram which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
DM24	Best Integrated Social Media Marketing Campaign	Any campaign executed on two are more 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
DM25	Best LinkedIn Campaign	Any campaign executed on LinkedIn which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
DM26	Best Low-Budget Marketing Campaign (Digital)	Any digital marketing campaign which was executed on low budget but created an impact and produced significant results
DM27	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

DM28	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
DM29	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
DM30	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
DM31	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
DM32	Best Online PR Campaign	Any outstanding Digital Public Relations (image management) campaign performed for a product, service, Enterprise, celebrity, etc. that achieved significant results
DM33	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.
DM34	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.
DM35	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.
DM36	Best Programmatic Campaign	Any marketing campaign driven by Programmatic Advertising technology to promote ideas, concepts, products, services, or offers, and achieved significant success in terms of reach and impact
DM37	Best Push Notification Campaign	Any advertising strategy wherein marketers informed their target audience about services and products via browser and/or app notifications on an array of devices.
DM38	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, and/or affiliates and achieved significant results
DM39	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
DM40	Best Trend/Moment Marketing	Best use of Digital Marketing by leveraging trending topics, news, events, happenings, etc. and correlating it with the brand campaign or messaging.
DM41	Best Twitter Campaign	Any campaign executed on Twitter which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI

DM42	Best Use of Animation or Graphics	Use of animation and/or 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.
DM43	Best Use of Data Driven Media	Best, most innovative and effective or creative use of data-driven digital media that serves users with a personalized experience. This includes such efforts as targeted marketing messages, remarketing, etc.
DM44	Best use of Location Based Targeting	Best use of location-based marketing (LMS) or direct digital marketing strategy that uses the consumers' mobile device location to alert them about an offering from a near-by business
DM45	Best Use of Photography in a Digital Marketing Campaign	Only photography as it's used throughout the campaign/website/blog/product is judged. Online experiences produced on behalf of a brand that rely heavily on photographic imagery as a critical part of the user experience.
DM46	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
DM47	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)
DM48	Best Youtube Campaign	Any campaign executed on Youtube which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
DM49	Best Use of Generative AI in Creative Campaigns	Awarded to a campaign that creatively leveraged generative AI to enhance ideation, execution, or storytelling.
DM50	Best Use of AI in Consumer Insights & Analytics	Honouring exceptional use of AI to derive actionable consumer insights and data-driven marketing decisions.
DM51	AI-Driven Personalisation & Customer Experience Award	Awarded for outstanding use of AI to deliver personalized, seamless, and engaging customer experiences.
DM52	AI-Powered Performance Marketing Campaign	Recognising performance-led campaigns optimized through AI for efficiency, scale, and measurable results.

TRADITIONAL MARKETING AWARDS		
TM01	Best B2C Offline Marketing Campaign	Any B2C marketing campaign executed through Offline media including Print, TVC, OOH, Direct Marketing, Radio and other formats like Conferences, Summits, Seminars, Educational Forums, Symposia, Industry Meets, etc. that created an impact and produced significant results
TM02	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
TM03	Best B2B Offline Marketing Campaign	Any B2B marketing campaign executed through Offline media including Print, TVC, OOH, Direct Marketing, Radio and other formats like Conferences, Summits, Seminars, Educational Forums, Symposia, Industry Meets, etc. that created an impact and produced significant results
TM04	Best Cinema Marketing Campaign	Any marketing campaign which was executed on Cinema Screens and created an impact and produced significant results

TM05	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
TM06	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
TM07	Best Low-Budget Marketing Campaign (Offline)	Any marketing campaign which was executed on low budget but created an impact and produced significant results
TM08	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
TM09	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
TM10	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
TM11	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
TM12	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
TM13	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
TM14	Best Product Placement Strategy	Any Product placement strategy an insightful excecution that created an impact and produced significant results

SECTOR SPECIFIC MARKETING AWARDS - ATL		
SS01	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

SS02	Best ATL Campaign by/for a Commercial Real Estate Enterprise	Any ATL campaign for a Commercial Real Estate Enterprise which created impact and produced significant results
SS03	Best ATL Campaign by/for a Conglomerate	Any ATL campaign for a Conglomerate which created impact and produced significant results
SS04	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
SS05	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
SS06	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
SS07	Best ATL Campaign by/for a Healthcare Enterprise	Any ATL campaign by/for a Healthcare Enterprise which created impact and produced significant results
SS08	Best ATL Campaign by/for a Manufacturing Enterprise	Any ATL campaign by/for a Manufacturing Enterprise which created impact and produced significant results
SS09	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
SS10	Best ATL Campaign by/for a Political leader/Organization/Movement	Any ATL campaign by/for a Political leader/Organization/Movement which created impact and produced significant results
SS11	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
SS12	Best ATL Campaign by/for a Retail Enterprise	Any ATL campaign by/for a Retailing Enterprise which created impact and produced significant results
SS13	Best ATL Campaign by/for a Socio-economic Program/Activity/Scheme	Any ATL campaign by/for a Socio-economic Program/Activity/Scheme which created impact and produced significant results

SS14	Best ATL Campaign by/for a Sports Enterprise	Any ATL campaign by/for a Sports Enterprise which created impact and produced significant results
SS15	Best ATL Campaign by/for a Tours and Travel Enterprise	Any ATL campaign by/for a Tours and Travel Enterprise which created impact and produced significant results
SS16	Best ATL Campaign by/for an Agricultural Enterprise	Any ATL campaign by/for an Agricultural Enterprise which created impact and produced significant results
SS17	Best ATL Campaign by/for an Automobile Enterprise	Any ATL campaign by/for an Automobile Enterprise which created impact and produced significant results
SS18	Best ATL Campaign by/for an eCommerce Enterprise	Any ATL campaign by/for an eCommerce Enterprise which created impact and produced significant results
SS19	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
SS20	Best ATL Campaign by/for an Electronics Enterprise	Any ATL campaign by/for an Electronics Enterprise which created impact and produced significant results
SS21	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
SS22	Best ATL Campaign by/for an Industrial Products/Commodities Enterprise	Any ATL campaign by/for Industrial Products/Commodities Enterprise which created impact and produced significant results
SS23	Best ATL Campaign by/for an IT/ITES Enterprise	Any ATL campaign for an IT/ITES Enterprise which created impact and produced significant results
SS24	Best ATL Campaign by/for a Telecom Enterprise	Recognises an above-the-line campaign by a telecom brand that delivered strong reach, recall, and brand impact through mass media.
SECTOR SPECIFIC MARKETING AWARDS - BTL		
SS25	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
SS26	Best BTL Campaign by/for a Commercial Real Estate Enterprise	Any BTL campaign for a Commercial Real Estate Enterprise which created impact and produced significant results
SS27	Best BTL Campaign by/for a Conglomerate	Any BTL campaign for a Conglomerate which created impact and produced significant results

SS28	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
SS29	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
SS30	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
SS31	Best BTL Campaign by/for a Healthcare Enterprise	Any BTL campaign by/for a Healthcare Enterprise which created impact and produced significant results
SS32	Best BTL Campaign by/for a Manufacturing Enterprise	Any BTL campaign by/for a Manufacturing Enterprise which created impact and produced significant results
SS33	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
SS34	Best BTL Campaign by/for a Political leader/Organization/Movement	Any BTL campaign by/for a Political leader/Organization/Movement which created impact and produced significant results
SS35	Best BTL Campaign by/for a Real Estate Enterprise	Any BTL campaign by/for a Real Estate Enterprise which created impact and produced significant results
SS36	Best BTL Campaign by/for a Retail Enterprise	Any BTL campaign by/for a Retailing Enterprise which created impact and produced significant results
SS37	Best BTL Campaign by/for a Socio-economic Program/Activity/Scheme	Any BTL campaign by/for a Socio-economic Program/Activity/Scheme which created impact and produced significant results
SS38	Best BTL Campaign by/for a Sports Enterprise	Any BTL campaign by/for a Sports Enterprise which created impact and produced significant results
SS39	Best BTL Campaign by/for a Tours and Travel Enterprise	Any BTL campaign by/for a Tours and Travel Enterprise which created impact and produced significant results
SS40	Best BTL Campaign by/for an Agricultural Enterprise	Any BTL campaign by/for an Agricultural Enterprise which created impact and produced significant results

SS41	Best BTL Campaign by/for an Automobile Enterprise	Any BTL campaign by/for an Automobile Enterprise which created impact and produced significant results
SS42	Best BTL Campaign by/for an eCommerce Enterprise	Any BTL campaign by/for an eCommerce Enterprise which created impact and produced significant results
SS43	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
SS44	Best BTL Campaign by/for an Electronics Enterprise	Any BTL campaign by/for an Electronics Enterprise which created impact and produced significant results
SS45	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
SS46	Best BTL Campaign by/for an Industrial Products/Commodities Enterprise	Any BTL campaign by/for Industrial Products/Commodities Enterprise which created impact and produced significant results
SS47	Best BTL Campaign by/for an IT/ITES Enterprise	Any BTL campaign for an IT/ITES Enterprise which created impact and produced significant results
SS48	Best BTL Campaign by/for a Telecom Enterprise	Honours a below-the-line campaign by a telecom brand that drove targeted engagement, activation, or conversion through direct or on-ground marketing.
SECTOR SPECIFIC MARKETING AWARDS - DIGITAL		
SS49	Best Digital Campaign by/for a Cause/NPO/NGO	Any Digital campaign for a Cause/NPO/NGO/CSR which created impact and produced significant results
SS50	Best Digital Campaign by/for a Commercial Real Estate Enterprise	Any Digital campaign for a Commercial Real Estate Enterprise which created impact and produced significant results
SS51	Best Digital Campaign by/for a Conglomerate	Any Digital campaign for a Conglomerate which created impact and produced significant results
SS52	Best Digital Campaign by/for a Consulting/Business Solutions/Professional Services Enterprise	Any Digital campaign for a Consulting/Business Solutions/Professional Services Enterprise which created impact and produced significant results
SS53	Best Digital Campaign by/for a Financial Services/Banking Enterprise	Any Digital campaign by/for a Financial Services/Banking Enterprise which created impact and produced significant results

SS54	Best Digital Campaign by/for a Food & Beverages Enterprise	Any Digital campaign for a Food and Beverages Enterprise which created impact and produced significant results
SS55	Best Digital Campaign by/for a Healthcare Enterprise	Any Digital campaign by/for a Healthcare Enterprise which created impact and produced significant results
SS56	Best Digital Campaign by/for a Manufacturing Enterprise	Any Digital campaign by/for a Manufacturing Enterprise which created impact and produced significant results
SS57	Best Digital Campaign by/for a Media/Entertainment Enterprise	Any Digital campaign by/for a Media/Entertainment Enterprise which created impact and produced significant results
SS58	Best Digital Campaign by/for a Political leader/Organization/Movement	Any Digital campaign by/for a Political leader/Organization/Movement which created impact and produced significant results
SS59	Best Digital Campaign by/for a Real Estate Enterprise	Any Digital campaign by/for a Real Estate Enterprise which created impact and produced significant results
SS60	Best Digital Campaign by/for a Retail Enterprise	Any Digital campaign by/for a Retailing Enterprise which created impact and produced significant results
SS61	Best Digital Campaign by/for a Socio-economic Program/Activity/Scheme	Any Digital campaign by/for a Socio-economic Program/Activity/Scheme which created impact and produced significant results
SS62	Best Digital Campaign by/for a Sports Enterprise	Any Digital campaign by/for a Sports Enterprise which created impact and produced significant results
SS63	Best Digital Campaign by/for a Tours and Travel Enterprise	Any Digital campaign by/for a Tours and Travel Enterprise which created impact and produced significant results
SS64	Best Digital Campaign by/for an Agricultural Enterprise	Any Digital campaign by/for an Agricultural Enterprise which created impact and produced significant results
SS65	Best Digital Campaign by/for an Automobile Enterprise	Any Digital campaign by/for an Automobile Enterprise which created impact and produced significant results
SS66	Best Digital Campaign by/for an eCommerce Enterprise	Any Digital campaign by/for an eCommerce Enterprise which created impact and produced significant results
SS67	Best Digital Campaign by/for an Educational Institution/Enterprise	Any Digital campaign by/for an Educational Institution/Enterprise which created impact and produced significant results

SS68	Best Digital Campaign by/for an Electronics Enterprise	Any Digital campaign by/for an Electronics Enterprise which created impact and produced significant results
SS69	Best Digital Campaign by/for an FMCG/CPG Enterprise	Any Digital campaign by/for an FMCG/CPG Enterprise which created impact and produced significant results
SS70	Best Digital Campaign by/for an Industrial Products/Commodities Enterprise	Any Digital campaign by/for Industrial Products/Commodities Enterprise which created impact and produced significant results
SS71	Best Digital Campaign by/for an IT/ITES Enterprise	Any Digital campaign for an IT/ITES Enterprise which created impact and produced significant results
SECTOR SPECIFIC MARKETING AWARDS - MULTI CHANNEL		
SS72	Best Multi Channel Campaign by/for a Cause/NPO/NGO	Any Multi Channel campaign for a Cause/NPO/NGO/CSR which created impact and produced significant results
SS73	Best Multi Channel Campaign by/for a Commercial Real Estate Enterprise	Any Multi Channel campaign for a Commercial Real Estate Enterprise which created impact and produced significant results
SS74	Best Multi Channel Campaign by/for a Conglomerate	Any Multi Channel campaign for a Conglomerate which created impact and produced significant results
SS75	Best Multi Channel Campaign by/for a Consulting/Business Solutions/Professional Services Enterprise	Any Multi Channel campaign for a Consulting/Business Solutions/Professional Services Enterprise which created impact and produced significant results
SS76	Best Multi Channel Campaign by/for a Financial Services/Banking Enterprise	Any Multi Channel campaign by/for a Financial Services/Banking Enterprise which created impact and produced significant results
SS77	Best Multi Channel Campaign by/for a Food & Beverages Enterprise	Any Multi Channel campaign for a Food and Beverages Enterprise which created impact and produced significant results
SS78	Best Multi Channel Campaign by/for a Healthcare Enterprise	Any Multi Channel campaign by/for a Healthcare Enterprise which created impact and produced significant results
SS79	Best Multi Channel Campaign by/for a Manufacturing Enterprise	Any Multi Channel campaign by/for a Manufacturing Enterprise which created impact and produced significant results

SS80	Best Multi Channel Campaign by/for a Media/Entertainment Enterprise	Any Multi Channel campaign by/for a Media/Entertainment Enterprise which created impact and produced significant results
SS81	Best Multi Channel Campaign by/for a Political leader/Organization/Movement	Any Multi Channel campaign by/for a Political leader/Organization/Movement which created impact and produced significant results
SS82	Best Multi Channel Campaign by/for a Real Estate Enterprise	Any Multi Channel campaign by/for a Real Estate Enterprise which created impact and produced significant results
SS83	Best Multi Channel Campaign by/for a Retail Enterprise	Any Multi Channel campaign by/for a Retailing Enterprise which created impact and produced significant results
SS84	Best Multi Channel Campaign by/for a Socio-economic Program/Activity/Scheme	Any Multi Channel campaign by/for a Socio-economic Program/Activity/Scheme which created impact and produced significant results
SS85	Best Multi Channel Campaign by/for a Sports Enterprise	Any Multi Channel campaign by/for a Sports Enterprise which created impact and produced significant results
SS86	Best Multi Channel Campaign by/for a Tours and Travel Enterprise	Any Multi Channel campaign by/for a Tours and Travel Enterprise which created impact and produced significant results
SS87	Best Multi Channel Campaign by/for an Agricultural Enterprise	Any Multi Channel campaign by/for an Agricultural Enterprise which created impact and produced significant results
SS88	Best Multi Channel Campaign by/for an Automobile Enterprise	Any Multi Channel campaign by/for an Automobile Enterprise which created impact and produced significant results
SS89	Best Multi Channel Campaign by/for an eCommerce Enterprise	Any Multi Channel campaign by/for an eCommerce Enterprise which created impact and produced significant results
SS90	Best Multi Channel Campaign by/for an Educational Institution/Enterprise	Any Multi Channel campaign by/for an Educational Institution/Enterprise which created impact and produced significant results

SS91	Best Multi Channel Campaign by/for an Electronics Enterprise	Any Multi Channel campaign by/for an Electronics Enterprise which created impact and produced significant results
SS92	Best Multi Channel Campaign by/for an FMCG/CPG Enterprise	Any Multi Channel campaign by/for an FMCG/CPG Enterprise which created impact and produced significant results
SS93	Best Multi Channel Campaign by/for an Industrial Products/Commodities Enterprise	Any Multi Channel campaign by/for Industrial Products/Commodities Enterprise which created impact and produced significant results
SS94	Best Multi Channel Campaign by/for an IT/ITES Enterprise	Any Multi Channel campaign for an IT/ITES Enterprise which created impact and produced significant results

CONTENT MARKETING AWARDS		
CM01	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
CM02	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
CM03	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
CM04	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
CM05	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/couponing/direct-mail/insert media/direct selling/grassroots or community marketing, etc. and created impact and produced significant results
CM06	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

CM07	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
CM08	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
CM09	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
CM10	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
CM11	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
CM12	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
CM13	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		
SA01	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

SA02	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) The number of Awards won by the agency and their cumulative bonus points (10 points per winning entry)
SA03	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
SA04	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.
SA05	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
SA06	AI Innovation Leader of the Year (Marketing)	Honouring a marketing leader who has championed AI adoption to drive innovation, impact, and growth.
SA07	Best AI-First Marketing Start-up / Initiative	Recognising emerging start-ups or initiatives that are built on an AI-first approach to marketing innovation.

LEADERSHIP LEAGUE		
LL01	Top Brands - Enterprises	Brands that were established more than 5 years ago
LL02	Top Brands - Start-ups	Brands that were established less than 5 years ago
LL03	Top Marketing Professionals - Veterans	Individual Marketers, Influencers and/or Leaders more than 10 years of work experience
LL04	Top Marketing Professionals - Young Achievers	Individual Marketers, Influencers and/or Leaders less than 10 years of work experience
LL05	Top Marketing Agencies - Network	A group of associated Marketing and/or Consulting Agencies

LL06	Top 10 Marketing Agencies - Independent	Marketing and/or Consulting Agencies (not associated or affiliated with a group media house)