



BRANDING & MARKETING

Summit cum Excellence Awards

"Future of Marketing"

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



The Associated Chambers of Commerce and Industry of India

ABOUT SUMMIT & EXCELLENCE AWARDS

ASSOCHAM 3rd Annual Summit of Branding & Marketing and Excellence Awards 2023, a landmark Annual Summit celebrating the pinnacle of marketing and branding achievement in India. The awards serve as a testament to marketing excellence, recognizing innovative and impactful campaigns that set the highest industry standards.

ASSOCHAM India's apex National Chamber, proudly spearheads this initiative, with the support of our **National Council on Branding and Marketing**. The council comprises distinguished Chief Marketing Officers (CMOs) and Marketing Heads, representing a wide spectrum of industries.

Explore insightful sessions and awards, covering categories and criteria. Whether you are a marketer, business leader, or just fascinated by marketing excellence, we extend a warm invitation to join us in celebrating the peak of marketing accomplishment at the Branding & Marketing Awards 2023. Distinguished marketing experts from the industry will evaluate the award nominations.

TOPICS TO BE DISCUSSED

- Panel Discussion on Ensuring Data Confidentiality: Navigating the Future of Data Protection in Marketing
- Masterclass on Evolving Role of Generative AI in driving Authentic Branding and Customer Experience
- Panel Discussion on Ethics in the Digital Age: Navigating Digital Age Challenges with Dark Patterns, Influencer Dynamics, and Responsible Advertising
- Masterclass on Hyper-Local Marketing: Strategies for Success in Fragmented Markets
- Panel Discussion on Elevating Consumer Consciousness: Authentic Engagement & Responsible Marketing Strategies Beyond Branding

COUNCIL LEADERSHIP



Mr. Puneet Das

Chairman
National Council on Branding and Marketing, ASSOCHAM
& President – Packaged Beverages (India & South Asia), Tata Consumer Products Ltd.



Mr. Vivek Malhotra

Co-Chair
National Council on Branding and Marketing, ASSOCHAM
& Group Chief Marketing Officer India Today Group

COMPANY AWARD CATEGORIES

- Indian Brand of the Year
- Innovative Marketing Campaign of the Year
- Customer Engagement Campaign of the Year
- Influencer Marketing Campaign of the Year
- Integrated Marketing Communications Campaign of the Year
- Retail Marketing Campaign of the Year
- Sustainability Marketing Campaign of the Year
- Brand of the Decade
- Best Use of Data Analytics in Marketing
- B2B Marketing Campaign of the Year
- Best Public Relations Campaign
- Best Use of Social Media in Marketing
- Best Use of Experiential Marketing
- Brand Turnaround of the Year
- Best Use of Technology like AI/VR/AR in Marketing
- Best Out-of-Home Marketing Campaign of the Year
- Best Packaging Design of the Year
- Best Performance Marketing Campaign of the Year
- Omnichannel Marketing Campaign of the Year
- The Public Sector/Non-Profit Marketing of the Year Award

TALENT AWARD CATEGORIES



MARKETING LEADER OF THE YEAR



MARKETING TEAM OF THE YEAR



BRAND BUILDER OF THE YEAR



LIFETIME ACHIEVEMENT

ELIGIBILITY

- The eligibility period for work submitted is from April 2022 to Dec 2023. Entries should reflect results achieved during this period.
- Categories are open to any organizations based in India. Companies may have international offices but only the Indian branch can participate.
- All work, campaigns or initiatives must have been conceptualized and carried out in India for the Indian market, or for a regional and/or global market that includes India.
- Organizations may submit the same work/ campaign/ initiative into multiple categories or different works/ campaigns/ initiatives into one category. In these instances, these will be considered as individual entries. There is no limit to the number of entries for an organization.

THE LAST DATE FOR NOMINATION EXTENDED TO:

31ST JANUARY 2024

AWARD NOMINATION FEE

⊙ Each submission will be charged **INR 25,000 plus GST** (20% discount will be applicable for multiple nominations from the same organization).

WHY SHOULD YOU PARTICIPATE



ELEVATE CREDIBILITY



SHOWCASE PINNACLE ACHIEVEMENT



EXTENSIVE COVERAGE



CELEBRATE SUCCESS



ELEVATE TEAM MORALE

MARKETING OPPORTUNITIES

Benefits	Partnership Categories				
	PRESENTING PARTNER (Exclusive)	PLATINUM PARTNER	GOLD PARTNER	INDUSTRY PARTNER	ASSOCIATE PARTNER
	Rs. 10,00,000	Rs. 5,00,000	Rs. 3,00,000	Rs. 1,50,000	Rs. 50,000
A. Company Logo					
• Summit Venue					
- Backdrop	Yes	Yes	Yes	Yes	-
- Thank You Partner Board	Yes	Yes	Yes	Yes	Yes
- Selfie Booth	Yes	Yes	Yes	-	-
• Social Media					
- Social Media Creative	Yes	Yes	Yes	Yes	-
- Summit Flyer	Yes	Yes	Yes	Yes	Yes
- Video Bytes (Sr. Management/Speaker)	02	01	-	-	-
- Post Summit Thank You Partners Post	Yes	Yes	Yes	Yes	-
B. Branding on ASSOCHAM Website	Yes	Yes	Yes	Yes	Yes
C. Complementary Nominations in Awards	04	03	02	01	-
D. Company Corporate Video	Yes	Yes	-	-	-
E. Exhibition Booth	Yes	Yes	Yes	-	-
F. Company Standee	03	02	01	01	-
G. Speaking Opportunity	Yes	Yes	-	-	-
H. Company Literature to be Inserted in the Delegate Kit	Yes	Yes	Yes	Yes	-
I. Complimentary Delegate Passes	15	10	07	03	01

For nomination details, speaking, branding and marketing opportunities, please connect:

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GLIMPSES OF ANNUAL SUMMIT ON BRANDING & MARKETING 2023

