

1. INTEGRATED MARKETING & BRAND STRATEGY		
CATEGORY CODE	SUB-CATEGORY	DESCRIPTION
IM01	Best 360° Marketing Campaign	Awarded to the most effective, fully integrated marketing campaign that seamlessly connects multiple channels, delivering a cohesive and impactful brand experience.
IM02	Best Cross-Channel Marketing Strategy	Recognizing seamless integration of marketing channels to create a unified customer journey and maximize engagement across multiple touchpoints.
IM03	Best Use of Data-Driven Marketing	Awarded to campaigns leveraging data analytics, insights, and AI to drive personalized, high-impact marketing strategies and measurable results.
IM04	Best Omni-Channel Experience	Honoring brands delivering a frictionless, cohesive experience across digital, physical, and social platforms to engage consumers anytime, anywhere.
IM05	Best Multi-Brand Collaboration	Recognizing strategic partnerships between brands that create innovative, mutually beneficial campaigns that amplify reach, engagement, and brand equity.
IM06	Best Rebranding Campaign	Awarded to the most successful brand transformation, including updated positioning, identity, messaging, and strategy to refresh brand perception.
IM07	Best Product Launch Strategy	Honoring the most innovative and effective go-to-market strategy that builds excitement, drives awareness, and generates demand for new products.
IM08	Most Innovative Marketing Strategy	Celebrating groundbreaking marketing approaches that push industry boundaries, challenge norms, and set new standards for creativity and effectiveness.
IM09	Best Cause Marketing Initiative	Awarded to campaigns aligning brand values with social impact, driving awareness, engagement, and meaningful change for a cause.
IM10	Best Niche Market Campaign	Recognizing outstanding marketing strategies targeting specialized, underserved, or highly specific consumer segments with precision, creativity, and effectiveness.
IM11	Most Disruptive Campaign	Honoring bold, unconventional campaigns that redefine industry standards, challenge expectations, and create significant impact in the marketplace.
IM12	Best Corporate Purpose/ Social Responsibility Campaign	Awarded to brands demonstrating commitment to social, environmental, or ethical causes through authentic, impactful marketing initiatives.
IM13	Best brand partnership	Recognizing collaborations between brands that create synergistic marketing efforts, delivering innovative consumer experiences and increased brand equity.
IM14	Best creative strategy	Celebrating campaigns driven by unique, original, and compelling creative concepts that captivate audiences and elevate brand storytelling.
IM15	Best integrated marketing campaign	Honoring a campaign that seamlessly blends multiple marketing channels, delivering a unified, high-impact brand experience with measurable success.
IM16	Best Digital Brand Strategy	Awarded to brands excelling in digital transformation, leveraging online channels to build awareness, engagement, and customer loyalty effectively.
IM17	Best Unified Brand Messaging Strategy	Recognizing brands that maintain consistent, clear, and compelling messaging across all marketing channels for a strong, cohesive identity.
IM18	Best Synchronized Online & Offline Campaign	Honoring campaigns that seamlessly integrate digital and physical experiences, providing consumers with a unified brand interaction.
IM19	Best Cross-Industry Collaboration	Celebrating partnerships between brands from different industries that result in innovative, mutually beneficial marketing campaigns and audience expansion.
IM20	Best Integrated B2B Marketing Campaign	Awarded to the most effective B2B marketing campaign that strategically combines multiple channels to drive lead generation and brand engagement.
IM21	Best Integrated B2C Marketing Campaign	Recognizing outstanding B2C campaigns that integrate diverse marketing channels to engage consumers, build loyalty, and drive conversions.

IM22	Best Localized Integrated Marketing Campaign	Honoring brands that tailor their marketing efforts to specific regions, cultures, or demographics while maintaining a cohesive brand presence.
IM23	Best Brand Revitalization Strategy	Celebrating campaigns that successfully refresh, reposition, or modernize an existing brand to regain relevance and strengthen consumer connections.
IM24	Best Brand Storytelling Campaign	Recognizing exceptional storytelling in marketing that emotionally connects with audiences, building deeper brand affinity and engagement.
IM25	Best Corporate Social Responsibility (CSR) Campaign	Awarded to campaigns that showcase a brand’s commitment to social good through impactful, purpose-driven initiatives.
IM26	Best Brand Trust & Reputation Management Strategy	Honoring strategies that successfully build, protect, and enhance brand trust, credibility, and consumer confidence.
IM27	Best Limited-Edition Product Marketing Strategy	Celebrating marketing campaigns that generate buzz and demand for exclusive, time-sensitive product releases.
IM28	Best Seasonal Marketing Campaign	Recognizing brands that successfully capitalize on seasonal trends, holidays, or events to create high-impact marketing initiatives.
IM29	Best Anniversary or Milestone Marketing Campaign	Honoring campaigns that effectively celebrate brand anniversaries, milestones, or heritage to strengthen consumer loyalty and engagement.
IM30	Best Marketing Pivot or Crisis Response Strategy	Awarded to brands that successfully adapt to market shifts, crises, or challenges with innovative, effective marketing solutions.
IM31	AI-Powered Marketing Transformation Award	For brands leveraging AI to revolutionize marketing strategies and impact.

2. DIGITAL MARKETING & SOCIAL MEDIA EXCELLENCE		
CATEGORY CODE	SUB-CATEGORY	DESCRIPTION
DM01	Best Digital-First Campaign	Honoring a campaign designed for digital platforms, leveraging innovative strategies to drive engagement, conversions, and brand impact.
DM02	Best Use of AI in Marketing	Recognizing AI-driven marketing strategies that enhance personalization, automation, targeting, and campaign efficiency for measurable success.
DM03	Best Paid Search Campaign (PPC/SEM)	Awarded to the most effective paid search strategy that optimizes keywords, ad placements, and bidding for maximum ROI.
DM04	Best Search Engine Optimization (SEO) Strategy	Celebrating an SEO strategy that drives organic visibility, rankings, and sustainable growth through technical, content, and link-building excellence.
DM05	Best Social Media Brand Engagement	Recognizing campaigns that build meaningful interactions, loyalty, and conversations between brands and audiences across social media platforms.
DM06	Best Social Commerce Strategy	Honoring innovative campaigns that integrate shopping experiences seamlessly within social media platforms to drive conversions and brand engagement.
DM07	Best Video Marketing Campaign	Awarded to the most compelling video-driven campaign that captivates audiences, enhances storytelling, and achieves marketing objectives.
DM08	Best Use of Short-Form Video Content	Recognizing impactful, concise video content on platforms like TikTok, Reels, or Shorts that drives engagement, virality, and brand awareness.
DM09	Best Podcast/Audio Marketing Campaign	Honoring brands leveraging podcasts, audio ads, or branded storytelling to engage audiences through immersive, voice-driven experiences.
DM10	Best Viral Marketing Campaign	Celebrating a campaign that organically gains massive traction, engagement, and brand awareness through shareable, buzzworthy content.
DM11	Best Digital Integrated Marketing	Awarded to campaigns that seamlessly integrate digital channels to create a cohesive, multi-platform brand experience.
DM12	Best Display Campaign	Recognizing outstanding use of display advertising that combines creativity, targeting, and optimization for high-impact brand visibility.
DM13	Best Online Interactive Marketing	Honoring campaigns that engage users through gamification, quizzes, polls, or other interactive digital experiences.
DM14	Best Use of Meta	Awarded to the most effective campaign leveraging Meta’s platforms (Facebook, Instagram, WhatsApp) for brand storytelling, engagement, and conversions.
DM15	Best Use of LinkedIn	Recognizing a campaign that maximizes LinkedIn’s potential for B2B engagement, thought leadership, and professional networking success.

DM16	Best Use of OTT	Honoring brands leveraging Over-the-Top (OTT) streaming platforms for highly targeted, data-driven advertising and audience engagement.
DM17	Best Use of Instagram	Awarded to brands that excel in storytelling, engagement, and innovation using Instagram’s features like Stories, Reels, and Shopping.
DM18	Best SEO Marketing Campaign	Recognizing a campaign that strategically leverages SEO principles to drive organic traffic, authority, and long-term digital growth.
DM19	Best Omnichannel E-Commerce Marketing Strategy	Honoring brands that provide a seamless shopping experience across digital, mobile, and physical channels for enhanced customer journeys.
DM20	Best Subscription-Based Digital Marketing Campaign	Awarded to brands excelling in marketing subscription models, enhancing customer retention and lifetime value through digital engagement.
DM21	Best Twitter/X Marketing Campaign	Recognizing innovative campaigns that leverage Twitter/X for brand engagement, real-time interaction, and viral conversations.
DM22	Best YouTube Marketing Campaign	Honoring brands utilizing YouTube’s platform for storytelling, audience engagement, and impactful video-driven brand strategies.
DM23	Best Use of Memes in Marketing	Awarded to campaigns effectively using humor, cultural relevance, and viral meme trends to engage and entertain audiences.
DM24	Best Real-Time Social Media Marketing	Recognizing brands excelling in real-time engagement, leveraging trends, news, and live interactions to enhance brand relevance and audience connection.
DM25	AI-Driven Personalization Excellence	For campaigns achieving exceptional one-to-one marketing through AI.

3. CREATIVE ADVERTISING & STORYTELLING		
CATEGORY CODE	SUB-CATEGORY	DESCRIPTION
CA01	Best TV Commercial (Over 30 Secs)	Awarded to the most impactful TV commercial over 30 seconds, combining creativity, messaging, and brand engagement.
CA02	Best Short-Form TV/OTT Ad	Celebrating short-form TV or OTT ads that effectively convey the message while capturing audience attention in minimal time.
CA03	Best Cinematic Storytelling in Advertising	Recognizing ads that use cinematic techniques and storytelling to create a compelling narrative that deeply engages audiences.
CA04	Best Humor-Based Advertising	Honoring campaigns that leverage humor to engage, entertain, and deliver memorable brand messaging to a wide audience.
CA05	Best Emotional Impact Campaign	Awarded to the campaign that creates a strong emotional connection, evoking deep feelings and reinforcing brand loyalty.
CA06	Best Print Advertising Campaign	Recognizing innovative and impactful print ads that effectively communicate the brand’s message and engage the audience creatively.
CA07	Best Outdoor/OOH Advertising	Celebrating creative outdoor and out-of-home advertising campaigns that captivate passersby, driving brand awareness and engagement in public spaces.
CA08	Best Experiential & Immersive Advertising	Honoring campaigns that create unforgettable, hands-on experiences, immersing consumers in unique, interactive brand environments.
CA09	Best Radio & Audio Advertising	Awarded to the most effective use of audio, crafting a memorable and engaging brand experience through radio or audio ads.
CA10	Best Use of Animation in Advertising	Recognizing creative, eye-catching animated ads that enhance storytelling and captivate audiences through visually dynamic designs.
CA11	Best Brand Storytelling Campaign	Honoring campaigns that excel at telling a compelling, memorable brand story, creating lasting emotional connections with audiences.
CA12	Best Nostalgia-Based Advertising	Awarded to ads leveraging nostalgic elements to emotionally connect with audiences, triggering fond memories and reinforcing brand loyalty.
CA13	Best Use of Real Customer Stories in Advertising	Recognizing ads that authentically use real customer experiences and testimonials to build credibility, trust, and emotional appeal.
CA14	Best Episodic Advertising Series	Celebrating campaigns that tell a brand story over multiple episodes, creating continuity, engagement, and long-term viewer connection.
CA15	Best Narrative-Driven Digital Campaign	Honoring digital campaigns that employ a strong narrative to engage online audiences and elevate brand messaging across platforms.
CA16	Best Typography-Driven Ad Campaign	Awarded to campaigns that use typography as a primary design element, enhancing brand messaging with bold, creative text.
CA17	Best Minimalist Advertising Design	Recognizing ads that utilize clean, simple design with minimal elements to deliver a powerful and focused brand message.
CA18	Best Use of Illustration in Advertising	Celebrating innovative campaigns that use illustrations to creatively engage audiences, enhancing storytelling and visual appeal.
CA19	Best Handcrafted or Stop-Motion Ad	Honoring ads that use handcrafted or stop-motion techniques, delivering unique, visually stunning, and memorable creative executions.
CA20	Best Surreal or Abstract Ad Concept	Recognizing campaigns that embrace surreal or abstract visuals and concepts to captivate and intrigue audiences with artistic creativity.

CA21	Best Satirical or Parody Ad	Awarded to campaigns using satire or parody to creatively critique or humorously mirror cultural, social, or industry trends.
CA22	Best Feel-Good Advertising Campaign	Celebrating campaigns that create uplifting, positive emotions, connecting with audiences through warmth, hope, and optimism.
CA23	Best Tearjerker Ad Campaign	Recognizing ads that evoke deep emotions, often invoking tears, through poignant storytelling, capturing heartwarming or sorrowful moments.
CA24	Best Unexpected Plot Twist in Advertising	Honoring campaigns with surprising, unexpected twists that captivate the audience, making the message memorable and impactful.
CA25	Best 360-Degree Video Ad	Awarded to a video ad that uses 360-degree technology to provide an immersive, interactive brand experience.
CA26	Best Gamified Advertising Experience	Recognizing campaigns that incorporate elements of gaming, such as rewards, challenges, and interactivity, to engage consumers.
CA27	Best AI-Generated Creative in Advertising	Celebrating campaigns that utilize AI technology to generate innovative, impactful, and personalized creative ad content.
CA28	Best Augmented Reality Advertising	Honoring campaigns that incorporate augmented reality to enhance engagement, interaction, and brand experience for consumers.
CA29	Best Virtual Reality Advertising	Recognizing ads that immerse consumers in virtual reality experiences, creating engaging and memorable brand interactions.
CA30	Best ASMR or Sensory-Based Ad	Awarded to campaigns that use ASMR or sensory-driven elements to captivate the audience through sound, texture, and emotion.
CA31	Best Sonic Branding Execution	Honoring the effective use of sound or music as a core element in creating memorable, recognizable brand identity.
CA32	Best Use of Music in Advertising	Celebrating the creative and impactful use of music to enhance brand messaging, storytelling, and emotional engagement in ads.
CA33	Best Voice-Activated Ad Experience	Recognizing ads that successfully incorporate voice-activated technology, allowing consumers to interact and engage with the brand.
CA34	Best Cause-Driven Advertising Campaign	Awarded to campaigns that align with a social cause, driving awareness and positive change while enhancing brand reputation
CA35	Best Diversity & Inclusion Storytelling in Advertising	Honoring campaigns that authentically showcase diversity, inclusion, and representation, creating positive social impact and brand connection.
CA36	Best Sustainability-Focused Ad Campaign	Recognizing ads that promote sustainability, environmental responsibility, and green practices, resonating with eco-conscious consumers.
CA37	Best Advocacy or Political Ad	Celebrating campaigns that effectively communicate advocacy or political messages, driving awareness, change, and engagement with social causes.
CA38	Best Programmatic Advertising Campaign	Awarded to the most successful programmatic ad campaign that optimizes real-time ad placements, targeting, and audience engagement.
CA39	Best Native Advertising Campaign	Awarded to the most successful programmatic ad campaign that optimizes real-time ad placements, targeting, and audience engagement.
CA40	Best Interactive Banner Ad Campaign	Celebrating interactive banner ads that engage users, encourage participation, and drive conversions through innovative design and functionality.
CA41	Best Performance-Based Social Media Ad Campaign	Honoring social media ad campaigns that drive measurable performance, including conversions, engagement, and ROI through effective targeting.
CA42	Best Google Ads Campaign	Recognizing a Google Ads campaign that delivers exceptional results through strategic keyword targeting, ad copy, and conversion optimization.

4. PERFORMANCE & DATA-DRIVEN MARKETING		
CATEGORY CODE	SUB-CATEGORY	DESCRIPTION
PM01	Best Marketing Automation Strategy	Recognizing the most effective use of automation tools to streamline workflows, enhance efficiency, and drive marketing success.
PM02	Best AI & Machine Learning in Marketing	Honoring campaigns leveraging AI and machine learning for smarter targeting, personalization, and predictive decision-making.
PM03	Best Personalization in Marketing	Awarded to campaigns that create hyper-personalized experiences using data-driven insights, enhancing customer engagement and conversions.
PM04	Best Predictive Analytics Strategy	Recognizing the best use of predictive analytics to anticipate consumer behavior, optimize campaigns, and maximize marketing impact.
PM05	Best Data-Driven Customer Insights	Honoring brands that leverage deep data analysis to uncover customer behaviors, preferences, and actionable marketing strategies.
PM06	Best Use of Behavioral Data in Marketing	Celebrating campaigns that utilize behavioral data to enhance targeting, messaging, and customer experience.

PM07	Best Lead Generation Strategy	Awarded to the most effective strategy for attracting, nurturing, and converting high-quality leads through data-driven marketing efforts.
PM08	Best ROI-Focused Marketing Campaign	Recognizing a marketing campaign designed to maximize return on investment through optimized budgeting, targeting, and performance tracking.
PM09	Best Programmatic Advertising Campaign	Honoring the best execution of programmatic advertising, leveraging automation and real-time bidding for precise targeting and efficiency.
PM10	Best Marketing Attribution Strategy	Celebrating a data-driven approach to marketing attribution, ensuring accurate measurement of channel effectiveness and conversion paths.
PM11	Best Data-Driven Influencer Marketing Strategy	Awarded to brands using data analytics to optimize influencer partnerships, measure impact, and enhance campaign performance.
PM12	Best Data-Backed Content Marketing Strategy	Recognizing content marketing strategies informed by data insights to drive engagement, audience growth, and measurable success.
PM13	Best Advanced Retargeting Campaign	Honoring campaigns that use sophisticated retargeting techniques to re-engage potential customers and boost conversions.
PM14	Best Personalized Email Marketing Campaign	Celebrating email campaigns that leverage data and automation to deliver highly relevant, customized messages that drive engagement and conversions.
PM15	Best Predictive AI Campaign for ROI Growth	Honoring performance-driven campaigns powered by predictive analytics.
PM16	AI-Powered Performance Marketing Campaign	Recognizing data-led campaign optimization through AI.

5. EXPERIENTIAL & EVENT MARKETING

CATEGORY CODE	SUB-CATEGORY	DESCRIPTION
EM01	Best Virtual Event Campaign	Honoring the most engaging, innovative virtual event that delivers immersive experiences, audience interaction, and measurable success.
EM02	Best Hybrid Event Experience	Recognizing a seamless blend of in-person and virtual experiences that maximizes reach, engagement, and participation.
EM03	Best Brand Activation Campaign	Celebrating a campaign that creatively brings a brand to life, fostering deep consumer engagement and awareness.
EM04	Best Pop-Up Experience	Awarded to a temporary brand activation that captivates audiences through unique, immersive, and experiential marketing.
EM05	Best Trade Show Presence	Recognizing the most impactful trade show exhibit, leveraging design, engagement, and brand storytelling to stand out.
EM06	Best Festival Marketing Campaign	Honoring a marketing initiative that effectively enhances brand presence and engagement at a festival
EM07	Best Use of Augmented Reality in Events	Celebrating events that utilize AR to create interactive, immersive experiences for attendees.
EM08	Best Use of Virtual Reality in Events	Recognizing events incorporating VR to transport attendees into dynamic, immersive brand experiences.
EM09	Best Interactive In-Store Activation	Awarded to in-store experiences that captivate customers through interactive technology, design, and engagement.
EM10	Best Gamification Strategy in Marketing	Honoring campaigns that leverage game mechanics to enhance engagement, loyalty, and brand interaction.
EM11	Best Fan Engagement Strategy	Recognizing creative strategies that deepen fan connection, loyalty, and interaction across various platforms.
EM12	Best User-Generated Content Campaign	Celebrating campaigns that successfully harness user-generated content to amplify brand reach and authenticity.
EM13	Best Local Community Engagement Strategy	Awarded to a campaign fostering strong local connections, enhancing brand affinity and social impact.
EM14	Best Music Festival Activation	Honoring brand activations that create unforgettable experiences at music festivals, engaging attendees meaningfully.
EM15	Best Sports Fan Experience Activation	Recognizing innovative activations that elevate the fan experience at sporting events.
EM16	Best Celebrity or Influencer Collaboration in an Event	Celebrating events that effectively integrate celebrities or influencers to enhance brand exposure and engagement.
EM17	Best Esports or Gaming Event Activation	Awarded to brand activations that successfully engage gaming and esports audiences through immersive, interactive experiences.
EM18	Best Use of AI in Customer Experience (CX)	Recognizing superior personalization and engagement powered by AI.

6. EMERGING TECHNOLOGIES & FUTURE TRENDS

CATEGORY CODE	SUB-CATEGORY	DESCRIPTION
ET01	Best Use of Blockchain in Marketing	Recognizing innovative blockchain applications enhancing transparency, security, and consumer trust in marketing strategies.

ET02	Best Use of NFTs in Advertising	Celebrating campaigns leveraging NFTs for brand engagement, exclusivity, and customer loyalty.
ET03	Best Metaverse Marketing Strategy	Honoring brands pioneering immersive experiences and engagement within virtual metaverse environments.
ET04	Best AI-Generated Content Campaign	Recognizing campaigns using AI-driven content creation to enhance personalization, efficiency, and engagement.
ET05	Best Use of 5G in Marketing	Awarded to campaigns leveraging 5G technology for ultra-fast, seamless, and interactive brand experiences.
ET06	Best Use of IoT in Marketing	Celebrating marketing strategies integrating IoT devices for enhanced customer experiences and real-time interactions.
ET07	Best Use of AR Filters & Lenses in Social Media	Recognizing brands using AR filters and lenses to drive engagement and virality.
ET08	Best Marketing Innovation in Wearables	Honoring campaigns that utilize wearable technology for personalized, real-time consumer interactions.
ET09	Best Smart Device & Voice Marketing Campaign	Celebrating campaigns integrating smart devices and voice technology to engage audiences interactively.
ET10	Best Chatbot-Driven Marketing Campaign	Recognizing innovative chatbot implementations that enhance customer engagement, support, and conversions.
ET11	WEB 3.0 Technologies Marketing	Honoring brands pioneering decentralized, blockchain-powered marketing strategies in the Web 3.0 era.
ET12	Connected TV	Awarded to the most impactful marketing campaign utilizing Connected TV advertising for targeted reach and engagement.
ET13	Data Insights / Contextual Marketing	Recognizing data-driven strategies that deliver hyper-relevant, context-aware marketing experiences.
ET14	AI for Sustainable Marketing Impact	Honoring innovative, responsible AI use driving long-term marketing sustainability.

7. SPECIAL AWARDS – HONORING INDUSTRY LEADERS & INNOVATORS		
CATEGORY CODE	SUB-CATEGORY	DESCRIPTION
SA01	Agency of the Year	Awarded to the most outstanding advertising or marketing agency.
SA02	Brand of the Year	Recognizing a brand that has demonstrated excellence in marketing, innovation, and customer engagement.
SA03	Marketing Leader of the Year	Celebrating a visionary marketing professional who has set industry benchmarks.
SA04	Creative Director of the Year	Honoring a creative leader who has consistently delivered groundbreaking campaigns.
SA05	Campaign of the Year	Recognizing a single marketing or advertising campaign that has set new industry standards.
SA06	Lifetime Achievement Award	Honoring an individual with a significant, long-lasting impact on the industry.
SA07	Best Rising Star in Marketing	Recognizing an up-and-coming professional making waves in the field.
SA08	Most Influential Marketing Thought Leader	Celebrating an individual whose ideas have shaped modern marketing.
SA09	Most Sustainable & Ethical Brand	Honoring a brand that prioritizes sustainability and ethical marketing practices.
SA10	Emerging Digital Agency of the Year	Recognizing a rising agency driving innovation and impact in digital marketing.
SA11	Digital Agency of the Year	Honoring an outstanding agency delivering exceptional digital marketing success and innovation.
SA12	Digital Person of the Year	Celebrating an individual making significant contributions to the digital marketing industry.
SA13	Digital Start-up of the Year	Recognizing a groundbreaking digital start-up revolutionizing marketing, technology, or consumer engagement
SA14	AI Analytics Leader of the Year	For brands or teams excelling in AI-led marketing analytics.
SA15	AI MarTech Innovation of the Year	For cutting-edge AI-driven marketing technology solutions.