

# SOCIAL MEDIA & DIGITAL MARKETING

## ORGANIZATIONAL AWARD CATEGORIES

### DIGITAL ADVERTISING

Best Display Campaign	Best Brand Marketing Campaign
Best Search Marketing Campaign	Best use of AR/VR in a Marketing Campaign
Best Digital Marketing Campaign	Best Mobile Game used for Marketing
Best Viral Marketing Campaign	Best Strategic PR Campaign
Best Social Media Marketing Campaign	Best CSR/Cause Marketing Campaign
Best Digital Integrated Campaign	Best Social Influencer Campaign
Best Mobile Marketing Campaign	Best Use of Mobile for Content Marketing Campaign
Best Multi-Channel Integrated Campaign	Best In-house Content Campaign of the Year

### TECNOLOGY AWARDS

Best Digital API	Best Tech for Health
Best Tech for Advertising	Best Tech for Media
Best Tech for E-Commerce	Best Tech for Retail
Best Tech for Education	Best use of IOT

### WEBSITE AWARDS

Best Retail Website	Best Entertainment Website
Best News Content Website	Best Healthcare/Fitness Website
Best Financial Services/Banking Website	Best Food & Grocery Website
Best Educational Website	Best Travel Website

<b>MOBILE APP AWARDS</b>	
Games	Finance
Education	Sports
Entertainment	Social Networking
Travel	News
Health & Fitness	Medical
Food & Drink	Shopping
<b>DIGITAL SOCIAL &amp; ECONOMIC EMPOWERMENT AWARDS</b>	
Best use of Mobile for Social & Economic Development	Best use of Technology to Drive/Execute CSR Initiative
Best use of Internet for Social & Economic Development	-
<b>SPECIAL AWARDS</b>	
Digital Agency of the Year	Social Media Agency of the Year
Digital Start-up of the Year	Creative Agency of the Year
Digital Media Team of the Year (Overall Sector)	Media Agency of the Year
Mobile Marketing Agency of the Year	PR Agency of the Year
Mobile Media Team of the Year (Overall Sector)	Experiential Marketing Agency of the Year
Content Agency of the Year	Integrated Marketing Agency of the Year
<b>INDIVIDUAL AWARD CATEGORIES</b>	
Digital Person of the Year	Entrepreneur of the Year
Digital Marketer of the Year	Professional CEO (Digital) of the Year
Young Digital Entrepreneur of the Year	Agency Head of the Year
Digital Female Leader of the Year	Creative Person of the Year