



Velocity Awards created to celebrate work in the space of Digital Communications

Organised by CommsNews with Grant Thornton as Process Reviewer

Entries of 24 categories are open for submissions from August 16th till September 28th

August 16th, 2021: The first edition of Velocity Awards, organised by CommsNews to celebrate work in digital communications is here. The Awards secretariat is accepting submissions from August 16th till September 28th, 2021. The awards will acknowledge and celebrate the work of a brand or an organisation or an individual that has used digital mediums for outreach, between April 2020 and March 2021. There are two main categories further divided into 24 subcategories - **Best of Digital Awards** and **Best Team Awards**. These will honour professionals who are the backbone of the digital community and create a sense of pride for their outstanding digital work.

The Velocity Awards has onboarded Grant Thornton as the Process Reviewer to ensure a transparent process and due diligence. It is the only platform of its kind which ensures separation of jury, sponsors and entrants. The jury and their organisation will not participate in the awards in the specific edition. Similarly, sponsorship opportunities are open only to those who do not participate in the awards directly or indirectly.

Dates to Remember

Open Submissions: August 16th

Early submission deadline – September 9th

Final deadline – September 28th

Jury meet – November 11th

Shortlist announcement – November 26th

Awards night – December 10th

Submission Fee

Early deadline price: INR 6,000/- plus GST

Regular deadline price: INR 9,000/- plus GST

For further details reach out to the awards director,
Hina Issar Huria at director@velocityawards.in

The jury has been curated to leverage their experience in order to ensure the awards become the most credible. The jury members, as of now, include over 20 Chief Marketing Officers and Chief Digital Officers. The process of judging will take place through a structured two-stage process, including individual pre-scoring to determine the first shortlist and a virtual Jury Meet on November 11th, 2021. At the Jury Meet the shortlisted entries will be discussed and evaluated in detail to decide the winning entries. The shortlist will be announced by November 26th, 2021

The Velocity Awards are supported by Kritical Edge as Marketing Partner; FounderIndia as Video Partner and Promise Foundation as supporting partner. The logo is designed by Geo George.



The two main categories are further divided into 24 subcategories as follows:

Best of Digital Awards: *There are 18 subcategories that will recognise various facets of digital communication that have been used successfully by entities for their outreach. This section will have three awards – Gold, Silver, Bronze. Entries for this category will have to be supported by an A4 size storyboard that outlines the Objective, Strategy, Idea, Tactic and Result. In addition a form that will have three questions needs to be filled in using not more than two pages. To make the submission process seamless, read the rules and regulations here [?](#)*



- A1. Best Integrated Digital Campaign of the Year - product or service brand (owned, earned, paid)
- A2. Best Integrated Digital Campaign of the Year - organisation / corporate brand (owned, earned, paid)
- A3. Best SEO Campaign of the Year
- A4. Best Organic Content Campaign of the Year
- A5. Best Digital Crisis Management of the Year
- A6. Best Social Media Campaign of the Year
- A7. Best New Website of the Year
- A8. Best Social Cause Digital Campaign of the Year
- A9. Best Mobile App of the Year

Team Awards: *There are six sub categories under this category that will judge outstanding entities and honour individuals. This will have one award per sub-category. This category requires a form that has four to five questions to be filled. The same can be downloaded from the categories page. No storyboard is required for this category.*



- A10. Best Digital New Product Launch of the Year
- A11. Best ORM of the Year
- A12. Best CRM of the Year
- A13. Best Corporate Blog of the Year
- A14. Best Use of Social Media on an Ongoing Basis
- A15. Best Online Newsletter
- A16. Best Podcast for a Brand or Corporate
- A17. Best Use Digital for Internal Communications in a Corporate
- A18. Best Use of Video by a Corporate or Brand



- B1 Digital Consulting start-up of the year
- B2 Digital Consulting company of the year
- B3 Digital team of the year - In-house
- B4 Digital team of the year - PR consultancy/Ad Agency/Event Consultancy
- B5 Chief Digital Officer of the Year

The winning entries will get published on the Comms News 'campaigns' section. Comms News is a news portal dedicated to news in the space of marketing communications, digital communications, brand communications, corporate communications, policy communications and organisational communications.



The Jury :

| S.No | Name | Organisation | Designation |
|------|------------------------|--|---|
| 1 | Aalok Bhan | Director and Chief Marketing Officer | Max Life Insurance Company Limited |
| 2 | Anand Bhatia | Fino Payments Bank Ltd | Chief Marketing Officer |
| 3 | Amit Shah | Zycus | Chief Marketing Officer |
| 4 | Aradhika Mehta | Soul Tree | Chief Marketing Officer |
| 5 | Arpanarghya Saha | Nippon India Mutual Fund | Chief Digital Officer |
| 6 | Girish Upadhyay | Axis my India | Chief Marketing Officer |
| 7 | Juhie Gorwara | Philips | Head of Brand, Communications & Digital |
| 8 | Karthik Sathuragiri | Amazon Web Services - India & South Asia | Head of Marketing |
| 9 | Ramalingam Subramanian | CoinDCX | Chief Marketing Officer |
| 10 | Roasie Virq Ahluwalia | Sotheby's International Realty | Director - Marketing |
| 11 | Ruchira Jaitley | HMD Global | Chief Marketing Officer |
| 12 | Shalini Rao | BIAL | Chief Marketing Officer |
| 13 | Shamik Banerjee | Apollo 24X7 | Chief Marketing Officer |
| 14 | Simeran Bhasin | Licious | Vice President Brands & New Ventures |

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