



## Velocity Awards opens submissions for the second edition

*Entries of 24 categories are open for submissions from July 18<sup>th</sup> till August 31<sup>st</sup>*

**July 18th, 2022:** The second edition of Velocity Awards organised by CommsNews is now accepting submissions from **July 18<sup>th</sup> till August 31<sup>st</sup> 2022**. 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 2021 and March 2022.

The Velocity Awards have 24 sub-categories that recognise the digital work done by professionals, teams, and organisations. These fall under the two main categories

**Best of Digital Awards:** *There are 18 sub categories 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. In addition to a form which needs to be filled in using not more than two pages, entries for this category will have to be supported by an A4 size storyboard that outlines the Objective, Strategy, Idea, Tactic and Result. To make the submission process seamless, read the rules and regulations before submitting*

**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.*

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 15 Chief Marketing Officers and Chief Digital Officers. The jury is chaired by Anisha Motwani - Independent Brand, Digital & Innovation Consultant, STORM and NORM Ventures. 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 October 11th, 2022.

Papa CJ, a famous comedian and management consultant is our storytelling partner and the anchor of the Awards.

Velocity Awards are supported by Kritical Edge as Marketing Partner; Ants Digital as Technology Partner and PRomise Foundation as Supporting Partner.

### Dates to Remember

Open Submissions: July 18th  
Early submission deadline – August 18th  
Final deadline – August 31st  
Jury meet – October 11th  
Shortlist announcement – October 19th  
Awards night – To be announced

### 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](mailto:director@velocityawards.in)

Please note : *The sponsorship opportunities are open only to those who do not participate in the awards directly or indirectly/The winning entries will get published on the Comms News 'campaigns' section.*



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