UNLOCKED AWARDS AWARDING BUSINESS EXCELLENCE DURING CRISIS

BUSINESS MANAGEMENT			MARKETING		
Code	Subcategory	Code	Subcategory		
	Best Business Startegy		Best 360 Degree Marketing Campaign		
	Best Corporate Communications		Best Affiliate Marketing Campaign		
	Best Corporate Social Responsibility		Best Big (Cinema) Screen Marketing Campaign		
	Best Creative Development		Best Brand Strategy		
	Best Crisis Maagement		Best BTL Marketing Campaign		
	Best Customer Relationship Management		Best Campaign Based on Marketing Analytics		
	Best Customer Service	UM07	Best Campaign Through Social Messenger		
	Best Delivery	UM08	Best Content Strategy		
	Best Eco Conscious	UM09	Best Cross-channel Marketing Campaign		
	Best Employer		Best Direct Marketing Campaign		
	Best Finance Management		Best Display Marketing in Digital		
	Best Health & Safety		Best Email Marketing Campaign		
	Best HR Managemnt		Best Experience Marketing Campaign		
	Best Innovation		Best Facebook Campaign		
UB15 F	Best Internal Communications		Best Gamification Marketing		
UB16 F	Best Legal Management		Best Influencer Marketing Campaign		
	Best New Business Development		Best Instagram Campaign		
	Best New Product		Best Integrated Digital Campaign		
UB19 F	Best New Service		Best Internal Communication Campaign		
UB20 F	Best Operations Management	UM20	Best LinkedIn Campaign		
	Best Procurement	UM21	Best Low-Budget Marketing Campaign		
UB22 F	Best Product Range	UM22	Best Marketing Automation Campaign		
UB23 F	Best Sales Management	UM23	Best Marketing Through a Mobile App		
UB24 F	Best Service Range	UM24	Best Marketing Through a Website/Blog		
UB25 F	Best Socially Conscious	UM25	Best Mobile Marketing Campaign		
UB26 F	Best Supply Chain Management	UM26	Best Online Commercial		
UB27 E	Best Support	UM27	Best OOH Campaign		
UB28	Best Sustainability	UM28	Best Performance-driven Campaign		
UB29 F	Best Training	UM29	Best PR Campaign		
UB30 F	Best Use of Technology	UM30	Best Print Campaign (Daily/Magazine)		
UB31 F	Best Work From Home Startegy	UM31	Best Product Placement Startegy		
		UM32	Best Radio Campaign		
	EXECUTIVE	UM33	Best Re-targeting Campaign		
Code	Subcategory	UM34	Best Search Marketing Campaign		
UE01 E	Business Development Executive of the Year	UM35	Best SEO Campaign		
	Creative Executive of the Year		Best Socio Economic Development Campaign		
UE03 (Crisis Management Executive of the Year	UM37	Best Technology-led Marketing Campaign		
	Customer Service Executive of the Year	UM38	Best Trend/Moment Marketing		
	Entrepreneur / Founder of the Year		Best TVC Campaign		
	Executive of the Year	UM40	Best Twitter Campaign		
	Finance Executive of the Year	UM41	Best Use of Animation or Graphics		
UE08	HR Executive of the Year	UM42	Best Use of Data Driven Media		
UE09 I	Legal Executive of the Year	UM43	Best Use of Location Based Targeting		
1	Marketing Executive of the Year	UM44	Best Use of Photography		
	Operations Executive of the Year		Best Video Marketing Campaign		
	PR Executive of the Year	UM46	Best Viral Marketing Campaign		
11512 0	Sales Executive of the Year	UM47	Best Youtube Campaign		
			-		
	Support Executive of the Year				

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CONTENT		APEX	
Code	Subcategory	Code	Subcategory
UC01	Best Entertaining Content	UA01	Best Business Person
UC02	Best Humorous Content	UA02	Best Chairman
UC03	Best Educatinal Content	UA03	Best Consumer Product
UC04	Best Technical Content	UA04	Best Consumer Sevice
UC05	Best Motivational Content	UA05	Best Digital Entrepreneur
UC06	Best Drama Content	UA06	Best Digital Person
UC07	Best Thriller Content	UA07	Best Enterprise Product
UC08	Best Regional Content	UA08	Best Enterprise Service
UC09	Best Lifestyle Content	UA09	Best Entrepreneur
UC10	Best Business Content	UA10	Best Finance Person
UC11	Best Fiction Content	UA11	Best Founder
UC12	Best Non Fiction Content	UA12	Best Innovation
UC13	Best Horror Content	UA13	Best Innovator
UC14	Best Music Content	UA14	Best Marketer
UC15	Best News Content	UA15	Best New Product
UC16	Best Sports Content	UA16	Best New Service
UC17	Best Finacial Content	UA17	Best Small or Medium Business Product
		UA18	Best Small or Medium Business Service
WEBSITE/APP		UA19	Best Start Up
Code	Subcategory	UA20	Best Technology Person
UW01	Best Navigation	UA21	Best Woman Business Person
UW02	Best User Interface	UA22	Best Woman Chairman
UW03	Best Impact	UA23	Best Woman Digital Entrepreneur
UW04	Best Reach	UA24	Best Woman Digital Person
UW05	Best Engagement	UA25	Best Woman Entrepreneur
UW06	Best Content	UA26	Best Woman Finance Person
UW07	Best Innovation	UA27	Best Woman Founder
UW08	Best User Experience	UA28	Best Woman Innovator
	Best User Experience Best Home/Welcome Page	UA28 UA29	Best Woman Innovator Best Woman Marketer
UW09			
UW09 UW10	Best Home/Welcome Page	UA29	Best Woman Marketer
UW09 UW10 UW11	Best Home/Welcome Page Best Overall Design	UA29	Best Woman Marketer
UW09 UW10 UW11 UW12	Best Home/Welcome Page Best Overall Design Best Use of Video/Animation/Motion Graphics	UA29	Best Woman Marketer
UW09 UW10 UW11 UW12 UW13	Best Home/Welcome Page Best Overall Design Best Use of Video/Animation/Motion Graphics Best Use of Graphics/Photography	UA29	Best Woman Marketer
UW09 UW10 UW11 UW12 UW13 UW14	Best Home/Welcome Page Best Overall Design Best Use of Video/Animation/Motion Graphics Best Use of Graphics/Photography Best Investor Relations	UA29	Best Woman Marketer
UW09 UW10 UW11 UW12 UW13 UW14 UW15 UW16	Best Home/Welcome Page Best Overall Design Best Use of Video/Animation/Motion Graphics Best Use of Graphics/Photography Best Investor Relations Best SEO Landing Page Microsite	UA29	Best Woman Marketer
UW09 UW10 UW11 UW12 UW13 UW14 UW15 UW16 UW17	Best Home/Welcome Page Best Overall Design Best Use of Video/Animation/Motion Graphics Best Use of Graphics/Photography Best Investor Relations Best SEO Landing Page	UA29	Best Woman Marketer

NOTE: Along with a Sub-Category, kindly choose a sector from the following list. Applicable to all categories except APEX

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CODE	SECTORS	CODE	SECTORS
US01	Advertising/Marketing and Public Relations	US24	Healthcare/Fitness Enterprise
US02	Agricultural Enterprise	US25	Homcare Enterprise
US03	Automobile Enterprise	US26	Industrial Products Enterprise
US04	Aviation & Defense	US27	IOT Enterprise
US05	Business Solutions Enterprise	US28	IT Enterprise
US06	Cause/NPO/NGO/CSR	US29	ITES Enterprise
US07	Chemicals	US30	Legal
US08	Commercial Real Estate Enterprise	US31	Lifestyle
US09	Commodities Enterprise	US32	Manufacturing Enterprise
US10	Conglomerate	US33	Media Enterprise
US11	Consulting Enterprise	US34	Mobile App
US12	CPG (Durables/Non-Durables) Enterprise	US35	News
US13	eCommerce Enterprise	US36	OEMs
US14	Educational Institution/Enterprise	US37	Political leader/Organization/Movement
US15	Electronics Enterprise	US38	Professional Services
US16	Energy Enterprise	US39	Real Estate Enterprise
US17	Entertainment Enterprise	US40	Retail Enterprise
US18	Events	US41	Socio-economic Program/Activity/Scheme
US19	Fashion & Beauty	US42	Sports Enterprise
US20	Financial Services/Banking Enterprise	US43	Telecommunications
US21	FMCG Enterprise	US44	Tourism/Travel/Transportation Enterprise
US22	Food & Beverages Enterprise	US45	Utilities
US23	Gaming		