



Brand Equity honours marketing excellence

TIMES NEWS NETWORK

New Delhi: The seven winners of the first ever Brand Equity Marketing Awards received the honours at a glittering ceremony, which was attended by leading names from the world of marketing and advertising. The winners included Asian Paints (for Marketing Excellence), Bajaj V (Social Media Marketing), Carvaan from Saregama (Innovation), Durex (Digital Marketing), MakeMyTrip (Integrated Marketing), Rajasthan Tourism (Print Marketing) and Sonata ACT (Brand Launch). The winners were culled from a long list of over 1,200 entries that went through a gruelling round of judging: a preliminary



The winners of the Brand Equity Marketing Awards



session with 40 category specialist judges held across

Mumbai and Delhi and a final round judged by some of the country's biggest names in marketing from companies such as Walmart, Pantaloons Retail, O&M, Myntra-Jabong, Kotak Mahindra Bank, ITC Personal Care, HUL, GroupM, and Aditya Birla Capital. The Brand Equity Marketing Awards will be back in a new, improved avatar in 2019.