Introducing Brilliance Awards for **real** brand building work backed by **real** budgets in Asia



Real work that has been created is always based on an elaborate client's brief, and the work is eventually released after a carefully crafted media plan.

SUCH WORK DESERVES A SPECIAL AWARD.

Awards are for the top 10 advertised categories in Asia brilliant work done and nominated by Advertising Agencies / Brands in the industry.

- Automotives & Accessories
- Banking Insurance & Finance
- Consumer Durables & Consumer Electronics
- Food & Beverages
- E-commerce & Online services
- Fashion & Personal Care
- Pharma, Hygiene & Wellness
- Real Estate & Furnishing
- Telecom & Technology
- Travel, Tourism & Hospitality

TERMS & CONDITIONS

- All work must be released in media between January 1, 2023 and December 31, 2023. Submissions should be only multi-media campaigns using at least three media.
- There is no entry fee. We consider such work to be priceless.
- All work must be submitted in the English language, or true English translation must be provided. Videos submitted must have English subtitles if the original audio is not in English.
- A pan Asian jury comprising of senior advertisers will judge shortlisted entries and determine the final winners of the 10 categories.
- This is the only Awards event, which honours on a virtual stage, all the co-creators of awarded work – CMO/Brand Manager, professionals from creative, digital and media agencies, and if appropriate, people from PR and Event agencies as well.
- The winning trophy will be dispatched to the agency/advertiser by AFAA.
- All shortlisted entries will be given a certificate of merit.

Agencies / Brands can fill the online form and upload the work at brillianceawards.awardor.com Send in your entries on or before March 31, 2024

ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS

BUILDS BRANDS.

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